

CHEMIST & DRUGGIST

The newsweekly for pharmacy

June 7, 1986

a Benn publication

Appeals talks
delay a 'breach
of faith'

PSNI Jubilee
Conference —
supervision
under spotlight

Six new PSGB
Fellows

Memorial to
C.G. Drummond

Pharmacists
criticised
by magistrate

Nielsen: sales
up as year
begins

Boots look for
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COMMENT



Last week the Pharmaceutical Society of Northern Ireland marked its Diamond Jubilee with its first ever conference at Ballygally, co Down. Pharmacists there had the opportunity of hearing the vice-president of the Pharmaceutical Society of Great Britain Bernard Silverman takes an opposing view to the head of its Law Department, Gordon Appelbe, on the supervision of medicines sales and dispensing.



Mr Appelbe appears to side with the *status quo*: Mr Silverman, a Nuffield Committee member, prefers a degree of liberalisation, in common with the NPA. The strength of the present system is that pharmacist availability is guaranteed at the point of exchange of medicine for prescription or cash, either when demanded by the consumer, or when insisted upon by that pharmacist. It is unlikely that the High Street will ever accommodate pharmacists available "by appointment only".

But as a profession its prime responsibility is not one of self-preservation, but to the public to

ensure that a full and proper care is exercised on their behalf. If there is a failure to fulfil that duty through the current system, with its statutory obligations, then will the situation be exacerbated by a new one, requiring a more individual interpretation of professional constraints. Is Mr Appelbe trying to say he sees enough "bad pharmacists" to convince him that the profession cannot pull itself up by its bootlaces to a higher professional level? We hope not.

We urge every pharmacist in the UK to debate fully the matters of the moment — Nuffield, the primary health care document, and the stages 1 and 2 of the contract — and to communicate their feelings to the various bodies who act for them, to crystallise the common view. Such consensus can give pharmacy new dignity and strength to see it into the next millennium as a flourishing concern.



Appeals talks delay a 'breach of faith'

Health Minister Barney Hayhoe has been accused of a "breach of faith" over the appeals mechanism for the awarding of contracts under the NHS (Amendment) Bill.

He promised consultations following concern expressed during the Committee Stage of the Bill in the Commons last month. But those talks will not now take place until after the Bill becomes law, claims the SDP's Charles Kennedy. He has written to Mr Hayhoe urging him to bring forward the discussion so that agreement can be reached before the Bill's Report Stage, probably next week.

Those pharmacists refused a contract

have a right of appeal only to a committee drawn from neighbouring Family Practitioner Committees under the present proposals. Opposition MPs tabled amendments to introduce an independent appeal to the Minister only to withdraw them on Mr Hayhoe's promise of consultation to "establish a fair and objective appeals system."

But Mr Kennedy says he now understands that no talks will take place until the stage at which regulations are issued. "This lack of proper consultation with the profession is not in keeping with the spirit of the Minister's statement on May 6, and represents a breach of faith with the Standing Committee," he added.

weekend in January.

He was also found guilty of using a forged prescription form and attempting to obtain £600 worth of drugs from another chemist in Victoria, where the pharmacist called the police. Ozkadi was conditionally discharged for 18 months.

Mr Davidson told Ozkadi: "You have been shamefully used as a front by another person, who obtained a considerable amount of drugs for his own purpose". Ozkadi had collected drugs on forged prescriptions given to him by a man he knew only as Patel. He told the court he had no idea he was doing anything wrong because Patel — who has not been arrested — said he was obtaining the prescriptions legitimately. Patel told Ozkadi he wished to keep the drugs for sick relatives.

PGC wary

The Pharmaceutical General Council is resisting attempts by the Scottish Home and Health Department to increase discount recovery rates.

The SHHD is seeking much the same increase as that applied recently in England and Wales. The PGC is basing its opposition on the March 1984 discount survey. "Negotiations are continuing," says PGC secretary, Dr Colin Virden.

Peers were due to hold a two-and-a-half hour debate on the Nuffield Report late on Wednesday night as C&D went to press.

Lord Hunter of Newington had tabled a private motion for discussion on the Report.

CDA counts the legal costs

Legal defence and representation before tribunals has become an important and costly part of the Chemist's Defence Association service. According to its annual report, the cost of claims in 1985 showed a 570 per cent increase over the previous year.

In 1984 the sum paid out in these claims (pecuniary losses) was £16,757 while in 1985 it was £95,573. The sum paid out in liability claims (ie dispensing errors, customer injury incurred on the premises) was £157,986 — up 12.2 per cent.

CDA secretary, and National Pharmaceutical Association finance and administration officer Mr Brian Dosser said that a substantial part of the increase in pecuniary loss had been accounted for by one case — the prescription forgery test case, which involved an appeal to the House of Lords (C&D, May 24 p1034).

There had been an increase in the number of small claims in 1985, largely due to an increasingly claims-conscious public. The number of claims had increased by around 30 per cent but in relation to the number of sales, prescriptions and customers calling at pharmacies this was still small, the report says.

But it does urge pharmacists to treat complaints from the public, however trivial, more seriously. Pharmacists who delay making a report to the CDA may prejudice their position and cost themselves money.

The report expresses concern over the errors arising from carelessness and a disregard for the normal checking procedures. In particular it mentions the dispensing of oral hypoglycaemics in error which in nearly every case caused a severe reaction. Pharmacists should check contents and labels on all dispensed items.

Rates for re-insurance are likely to rise sharply in 1987 with corresponding increases in premiums as a result of claims experience and upheavals in the re-insurance market.

C&D Price List

The June edition of C&D Price List has been unavoidably delayed by a combination of production difficulties and the postal strike. As C&D went to press on Wednesday copies were en route to subscribers. We apologise for any inconvenience.

Security push from PSGB/BMA

The Pharmaceutical Society and the British Medical Association have issued a joint statement reminding members of their responsibilities in ensuring the security of validity of prescription forms.

And they are seeking a meeting with the Metropolitan Police Commissioner to "explore the important aspects of prescriptions for Controlled Drugs" and seek advice on improving security.

The BMA and PSGB are concerned that forged prescriptions are a significant factor in unauthorised persons obtaining medicines. The statement reminds doctors that adequate security of prescription forms is a professional responsibility and that confirmation of the validity of a prescription is a professional and in some cases a legal responsibility for pharmacists.

Pharmacists should contact the prescriber if they have any doubt about the validity of prescription and it is their legal duty to dispense only those which are valid. If it is necessary to contact the prescriber, the telephone number should be taken from the directory rather than relying on possibly false information on the prescription, which may have been specially overprinted.

Doctors are asked to review security to prevent unauthorised persons having access to prescriptions and notepaper.

July start for optical vouchers

The voucher scheme for optical frames is being introduced on July 1. Health Minister Barney Hayhoe has announced.

There will be six vouchers — three for single vision spectacles with values of £14.25, £22 and £33 depending on the complexity of the prescription; and three of £27, £42 and £66 for bifocals. Additions will be made for clinically necessary prisms and tints.

For those requiring complex lenses who do not qualify on income grounds the help currently provided will continue, with vouchers of £2 to £26 depending on circumstances.

The move will allow those in low income groups to shop around, said Mr Hayhoe. The vouchers may also be put towards the cost of more expensive frames.



FPCs — another contract hurdle?

The new pharmacy contract may meet another stumbling block if talks over FPC administrators' pay and grading are not concluded.

John Blakey, president of the Society of FPC Administrators, told *C&D* that talks with Whitley Council were only at an early stage and could last as long as four months. At the moment the only direct effect is that the Society is not actively seeking a replacement for the recently

retired chairman of the working group consulted on pharmaceutical matters.

However, if the pay talks last Mr Blakey told *C&D* FPC administrators might not be prepared to do any extra work that might be needed to run the appeals procedure.

Mr Steven Axon, PSNC secretary, said that the Department of Health has accepted the proposals for the new contract and should therefore have considered whether or not there would be enough staff to administer it.

A spokesman for the DHSS told *C&D* that the Department had been in discussions with FPC administrators last week and was not aware of any problems.

£2,750 fine for five offences

Pharmacist Manher Shah stands to lose a great deal after admitting five offences which netted him little more than £20. Wood Green Crown Court heard on Monday.

Mr Shah, of Landsdowne Road, Chingford, and owner of three pharmacies, was fined £2,750 plus costs of up to £1,500, after pleading guilty to three charges of false accounting and two of supplying unlabelled drugs between January and March last year from his shop at 736 Hertford Road, Enfield. "As a result of this silly act he is bound to be struck off," said his barrister Mr Anthony Hidden QC.

Prosecuting barrister Mr Timothy Nash said that Shah had claimed back money from the NHS for supplying proprietary brands when he had in fact supplied cheaper generic substitutes. He had also not labelled bottles properly — on one occasion missing out the date and the patient's name.

The barrister said the matter came to light through the concern of a retired

pharmacist Mr William Tebby, whose wife had been collecting medicines from Shah's shop. After arguing with Shah about the matter Mr Tebby — who was praised by the judge — reported the matter. The offence was later repeated while a Society inspector was present.

Mr Hidden explained that chemists claimed back the money they had spent on medicines but did not always receive the full amount.

"In his own mind claiming back money for more expensive drugs when he had dispensed cheaper varieties was a counter-balancing exercise. It was a silly exercise in getting back that which he felt had been unjustifiably docked," he said.

Regarding the incorrect labelling of medicines Mr Hidden said that the business was very busy with Shah working long hours and occasionally "one tends to become slapdash." Mr Hidden stressed — and this was accepted by all parties — that by dispensing cheaper medicines Shah was in no way doing anything detrimental to anyone's health.

Judge Compston accepted the defendant's mitigation but told him: "This was fraud on the State. You have behaved disgracefully and it will take years to get back your good name."

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Booth stays on: six new fellows

Dr Geoff Booth has been elected president of the Pharmaceutical Society for a second year. This somewhat unusual move follows praise from many quarters for Dr Booth's work during his first term.

Mr Bernard Silverman has been re-elected vice-chairman. Mr Colin Hitchings, a past president of the Society, succeeds another, Mr Henry Howarth, as treasurer.

One community pharmacist, two hospital and two industrial pharmacists and an academic have been designated new Fellows of the Pharmaceutical Society.

The following are honoured for distinction in the profession of pharmacy:

Michael J.S. Burden, district pharmaceutical officer, Leics Health Authority, qualified in 1965. He has been active over many years in the Society's Leicester Branch and Sherwood Region and on NHS committees. He is secretary, UK Clinical Pharmacy Association.

David R. Knowles qualified in 1960 and is unit general manager, Exeter Health Authority, where he was formerly area pharmacist and district pharmaceutical officer. He is a former member of the Society's Council and was chairman, local BP Conference committee, in 1979.

Walter S. McConnell is a community pharmacist who qualified in 1958. Immediate past chairman of the Pharmaceutical General Council, he is currently a member, and is also a member, Ayrshire and Arran Health Board.

James T. Rees is an industrial pharmacist from Newbury, Berks, who registered in 1964. He is regional vice-president, Syntex Pharmaceuticals International.

For distinction in the science of pharmacy:

John E. Rees who qualified in 1963, is professor of pharmacutics and head of the School of Pharmacy and Pharmacology, University of Bath.

For distinction in the science and practice of pharmacy:

Harry E.C. Worthington, who qualified in 1956, is head of pharmaceutical research, Roche Products. He was previously an academic at the Universities of Aston and Strathclyde.

Drug disposal no longer easy

DUMP campaigns are causing problems in Scotland, with pharmacists unable to themselves dispose of medicines handed in.

The Scottish Executive of the Pharmaceutical Society heard at its April meeting that a number of local authority cleansing departments, who had previously arranged special collections and destruction of toxic medicines, had now said they would not do so, and Health Boards in some areas were unwilling to make hospital incinerators available. As a result, pharmacies were reporting an accumulation of unwanted medicines which were both an inconvenience and a hazard. Destruction by commercial operators was very expensive as the quantities were, by their standards, small.

The executive could see no simple solution to this problem, and the secretary was asked to get in touch with the chief pharmacist at the SHHD to see whether or not it might be possible to take some action at national level.

Charles Drummond room opened

A room has been opened at the Pharmaceutical Society's Scottish Department to commemorate the late Charles Gray Drummond.

Mr Drummond, who died last December (C&D, December 14, 1985, p1124), was an eminent pharmaceutical historian, a former X-rayer and had been a member of the Scottish Executive and Statutory Committee. He registered in 1925 and ran pharmacies in Edinburgh, trading as H.B. Wyllie.

The "Charles Drummond room", at the Scottish Department's Edinburgh headquarters in York Place, was financed by contributions of nearly £3,000 and is intended as a meeting place where pharmacists can relax and have a coffee. Welcoming contributors and guests to the official opening last week, Mrs Betty Montgomery, Scottish Executive chairman, said she hoped all pharmacists visiting Edinburgh would drop in.

Opening the room, Mr Drummond's son Douglas, a community pharmacist who runs the T.S. McNee businesses in central Scotland, thanked everyone for their generous donations and the Scottish Department for their hard work. It was a "wonderful memorial" to a man whose love of pharmacy continued to his death.

Showcases in the Charles Drummond

room contain a selection of items previously exhibited in the traditional pharmacy at York Place, many of which came from his Grassmarket premises.

On show in the Charles Drummond room, at the top of the Pharmaceutical Society Scottish Department's building in York Place, Edinburgh, are items from the traditional pharmacy in the basement, some of which came from Mr Drummond's pharmacies



Mrs Betty Montgomery, Scottish Department chairman, and Dr Geoff Booth, Pharmaceutical Society president, with Charles Drummond's son Douglas who opened the Charles Drummond room last week





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Sources: CSO, FES, AGB Home Audit, BMRB, TGI, The Henley Centre, SCAN

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Lump sum for NI contractors

Contractors in Northern Ireland should be receiving a lump sum backpayment this month to allow for an increase in the interim allowance and the dispensing fee for the year to March 31, 1986.

The interim allowance has gone up by £200 to £3,000 per pharmacy and the dispensing fee now stands at 42p per prescription. Both will be reflected in payments in the new financial year starting April 1, 1986.

□ The Pharmaceutical Contractors Committee has received a formal document from the DHSS proposing a new contract in the Province. The PCC will discuss it at its meeting on June 12 and respond, says secretary Mr T.I. O'Rouke. The Committee then intends to hold meetings with NI pharmacists to discuss the proposal.

London is top

The School of Pharmacy, London has come out top of schools of pharmacy in the first ever review of the quality of research in universities and institutions.

The assessments were carried out by the University Grants Committees and the results published in *The Times*. They have been used by the UGC to award 15 per cent of the money available to the research sector for next year.

Four categories were used in the assessment and the results for pharmacy are: outstanding, School of Pharmacy; above average, Aston, Strathclyde; average, Bath, Bradford, Manchester, Nottingham, UWIST, King's (Chelsea).

No schools were found to be below average in their quality of research.

Gelusil recall

Parke-Davis are recalling batches 159 and 161 of Gelusil suspension after retained samples have become discoloured.

The company says there is no evidence that the discolouration represents a health hazard, and it has not received any reports of discolouration in distributed stock. Pharmacists having bottles of either batch should contact their supplier, and return them for credit. For stock supplied direct, pharmacists should contact Parke-Davis customer service (tel: 04955 2468).

Overstocked? ...

You can say that again! I nearly died when my stocktake figure came last week. Up, by far too many thousands! When I looked around I found myself staring at too many pre-Summer buys, in quantities large enough to see the Summer — if we ever get one — well and truly through.

When I talked to the girls about it, they showed me the basis of the buying was on last year's purchases, as shown by the various reps. However, I reckon you have to speculate to accumulate, and so looked around this year to take in three complete new ranges to fill perceived gaps in my stock. I just hope I am not the only one who perceives, or I am about to make another of my mistakes. For all that, I have generally been able to get rid of my mistakes within a year after they are recognised, and then without actual loss, while the viable innovations more than offset the risks I take in buying.

Heave ho!

I think I may have mentioned once before that I sometimes take breaks at one of the seaside resorts in the South, where I stay with a lifelong friend. This chap is into sailing and has been known to try to interest me in the delights of the sea.

I don't know about that, but the language he used last time I went out with him had a delight all of its own. what a ragbag of words they use on boats! Choice bordello, like "cleat that frigging sheet" or pure hangman with "haul up that throat halyard" or "hang on to the shrouds". left me quite B-mused, which on a boat with big waves rushing all around, is different from A-mused, I can tell you.

And then, all of a sudden he shouts: "Ready about... Lee ho!" Since we were just off Leigh-on-Sea I thought he was telling me to look shorewards, when the next minute something called a BOOM crashed onto my head. Onomatopoeia! I could see I was getting the hang of things, what with the stars, and sight reduction as my glasses fell down the steps into the cabin — called a "companionway", which was another joke after the way he was yelling at me.

However, on the way back it was a bit calmer, with the wind behind us and the sun out. He kept telling me of all the wonderful things they do, like "casting off" which I thought had something to do with knitting, and "heaving too". As this was getting to be an imminent possibility I decided I would go downstairs... known as "down below" (to be sick). I rapidly decided that description dead right too.

Awful down there with the faint smell of diesel topping things off. He told me his boat was "one tun". As far as I was concerned it was — it rolled like a barrel. After I was sick it was better.

Anyway we still keep in touch, tacitly agreeing to leave areas in our lives unshared. I had a call from him recently. He deals with legal matters, and wanted my opinion about a situation where a colleague employed a young man for just short of a year, and then on some footling excuse sacked him summarily, without payment of any kind, either for work completed in the current week, or a week's pay in *lieu*, or any recognition of holiday entitlement. Sort of "Go now, and never let your shadow cross my threshold again".

Since I have never actually fired anyone I had to look at our contracts of employment, and quoted back my understanding, which was that before anyone can be sacked two written warnings have to be given about conduct which is unacceptable. Even in the event of catching someone with their hands in the till, I think I should ring the NPA immediately for advice before acting. But it seems that children who are under 18 and have not completed a year's employment do not have any of these safeguards. If this is true it is iniquitous.

In my opinion, and in my friend's opinion, it is conduct unacceptable in a professional. The question I was asked was would our Society, if full evidence were presented to it, require a hearing before the Statutory Committee if a pharmacist were to act like this?

Let us be thankful

I get some delicious letters sometimes. Irrespective of their tenor I am grateful since it means somebody out there reads me, even if they don't actually love me!

I would like to share my latest with you, and as it is short will get on with it. It starts:

Dear Mr Xrayser, I have often thought I lived on a planet populated by idiots — particularly in my own profession. How can you possibly bemoan the loss of the BPA after supporting the contract? You idiot, you!

P.J. Hanger, (PS And I am not ashamed to disclose my identity: 10 Park Square, Kings Heath, Northampton).

Bully for you Mr Hanger. If you can't understand that in making a choice between the blonde and brunette, one is always likely to register a lingering regret at losing the delights of the other, then I agree with you, there are a few idiots in our profession.

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For more information contact Countercall on 061-705 1878.

Peaudouce and Countercall. It's the new winning team.



Kodak — ready for Summer

A £3m national television campaign heads Kodak's Summer promotions.

The campaign features Kodacolor gold film and runs through the Summer from this month, say Kodak. The television advertisements are backed up by advertising in the enthusiast photographic Press. Kodak's 35mm cameras will also feature in tabloids and enthusiast Press.

The company is also running a "twinpack" offer on VR colour print film, billed as an "economy holiday" offer, giving a saving on srp for two packs of "at least £1" on CP 135-24 and CL 110-24 exposure film, "at least £1.25" on CL126-24 and "at least £0.85" on CVR Disc-30 film, with the same margins for retailers as single film packs. The films are packaged so as to make it difficult to split them and are Euroslotted for hanging if required. An extended credit offer means retailers buying in stock for delivery



between June 2 and July 31 won't have to pay for it until the end of September, says the company.

Also featured on television in the "memories" advertisement will be Kodak colour check — the recently re-named Kodak monitoring service. The campaign runs for six weeks, from the end of July through August.

An entry to a free draw for a Mini Metro in each colour check POS pack sent out is hoped to encourage retailers and photo-processing outlets to display the posters, mobiles and stickers, say Kodak.

Consumers will be receiving entry forms for a "match the memories"

competition in D&P wallets. There are to be ten £1,000 holiday vouchers to be won.

Kodak have come up with a "Kodak approved on the spot processing" package. A new symbol is intended primarily for shop facias. The package is for dealers using any make of mini-lab that meets Kodak's standards and is run using Kodak paper and chemicals.

Finally, Kodak have acquired a site in Piccadilly Circus, London, where they intend to have a lit display sign which can relay messages generated by computer. *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts.*

Christy clear

Thomas Christy are introducing a new product into their problem face pack range — Clearpak peelable medicated face mask — intended for deep cleansing problem skins.

The face mask contains triclosan and has a peel-off formulation. It is available in a 40gm tube for £1.85. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*



Care La
THE PROFESSIONALS



COUNTERPOINTS



Jenny Wren takes wing

Richards & Appleby are introducing the Jenny Wren range of toiletries. A co-ordinated collection reflecting the Victorian era, it will be advertised in the women's Press from August through to October.

Making up the range are scented soaps in presentation box (three by 100g, £3.95); guest soaps (six by 25g, £2.95); fine talc with powder puff (£3.95); cream bath 250ml, £3.45); talc (100g, £1.95); bath

seeds (four 40g sachets, £1.95); drawer liners (six sheets, £3.95). A gift collection box (£9.95) is also available containing 100g talc, four sachets of bath seeds, cream face flannel and two 100g soaps. *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*

Pink Panther on the prowl

A further television advertising campaign for Sterling Health's Andrews begins on June 16 in Yorkshire, Harlech and Granada regions. The six week campaign features the 30 second and 10 second Pink Panther commercial which features the copyline "When you're feeling off-colour take Andrews".

Further support includes milk bottle advertising, to start in the Anglia region from June 16 for four months and will later be extended to the HTV region for a four month period. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

Tea Rose blooms

Classic Sales Ltd are taking on UK distribution of the Perfumer's Workshop range of fine fragrances.

Wider distribution is planned. Tea Rose, the key line, is positioned in the premium category, with perfumes from £39.95 to £79.95; eau de cologne and eau de toilette presentations from £9.95 to £19.95.

The perfume range has just been repackaged and the sell-in of these new lines will be Classic Sales' first major project, complemented by a new display unit. *Classic Sales Ltd, Warton House, 150 High Street, London E15 2NE.*

The Mosaic look

Estee Lauder are adding three new eyeshadow duos (£8.25) called Mosaics to the soft finish range. Each powder eyeshadow comes in a mirrored compact. *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.*



atories
DISSOCIATED SKIN CARE

For the treat
of spots and



3M release new Singles

3M Health care are extending their Buf-puf range with Buf-Puf Singles facial sponges, a one-step beauty routine.

3M describe Singles as finely textured, disposable sponges with "tiny lifting surfaces". They use a water-activated

cleanser which is fragrance-free and provides emollients. Two variants are available: Singles with conditioning cleanser for normal to dry skin, and, for oily skin, Singles with oil free cleanser.

The pack, containing 40 individual disposable sponges, is branded for display in the toiletries skincare section, at a rrp of £2.99. Distributors David Anthony Pharmaceuticals are offering a free pack to the first 100 assistants who write in giving the name and address of their pharmacy and stating which variant they would prefer.

The product will major from July onwards in women's Press advertising. Targetted at an audience in the 15-55 age group, the advertising is designed to reach 12 million women. Point of sale material is also available. *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.*

The company is also offering the consumer a chance to try Cachet in an uncartonned trial size — 9ml eau de toilette spray, retailing at £1.95. These again will be available in trade pre-packs of 18, complete with merchandiser. *Prince Matchabelli, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Lifting covers

Network Management are supporting their Antica Erboristeria range with a series of cover-mounts on leading women's magazines.

Shampoo sachets will be cover-mounted on the Christmas edition of *Hair & Good Looks*, September issue of *Woman's World* and October's *Just 17*. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middlesex TW8 8JL.*

A tenner from Traveller

Special promotional packs of Traveller International's travel plug international adaptor are carrying a £10 holiday voucher. These are redeemable at any travel agent against British Airways Sovereign and Enterprise holidays booked before March 31 1987. *Traveller International Products, 51 Hays Mews, London W1X 5DB.*

Seasonal offer from Cachet

The House of Matchabelli are running two Summer promotions on Cachet. The standard 28ml eau de toilette spray will feature 50p off to retail at £4.45. A trade pre-pack of 18 bottles is available with a promotional merchandiser and each individual carton will carry a special insert announcing the discount.



Silber have announced new packaging options for some of their more popular Halina models. The red Autoflip and the grey and champagne STB Halina 110 are now available in hi-tech visipacks.

The visipacks are said to have striking graphics and a transparent plastic covering so that the contents can be seen from front and back. They are designed either to hang from their euro-hole or free-stand on shelf. Each pack contains instructions and batteries where necessary. *J.J. Silber Ltd, Engineers Way, Wembley, Middx HA9 0EB.*

Clairol play on the big brands

Clairol have announced advertising and promotion plans for their major brands.

Loving Care will go nationally on air during June and July. Thirty second commercials proclaim "the simplicity of covering up grey hair" and underlines the "no ammonia, no peroxide gentleness of the product". Loving Care has recently taken over brand leadership in the cover grey market with 35 per cent increased market share in 1985, say Clairol.

The Glints range, and in particular the latest shade — pimento — will feature in full colour, single page advertisements in the June issues of leading women's magazines. The media mix includes *Woman's Own, Elle, Hair and Good Looks, 19, Over 21 and Beautiful Woman.* This campaign marks the return of Clairol colorants advertising to women's Press after a year's absence. *Bristol-Myers Co Ltd, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Liquid launch from Nicholas

A liquid starch has been introduced into the UK by the household division of Nicholas Kiwi.

Dip automatic cotton crisper (500ml, £1.10) is for use in the final rinse of washing machines or by hand. Nicholas Kiwi claim it is the first such convenience product to be introduced in this country. The company is offering consumers a 40p cash refund. *Nicholas Kiwi division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1.*

Eyelining...

Helena Rubinstein are introducing Perfect Liner — an eyeliner which they say is as easy to use as a felt tip pen.

A refillable pen with a super-slim felt tip, it will retail along with two cartridges for £16.50, while a refill and two cartridges is £9.50.

The fluid flows from the cartridge during application to prime the tip with just the right amount of colour so preventing smudging or spilling, says the company. It is available in three shades: black, brown and aqua blue. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.*



With our free offer,
you'll be seeing a lot of new faces.

Tampax are giving you the chance to be as popular with teenage girls as George Michael. (Well, almost.)

During June and July, by collecting tokens from promotional Slender packs, girls can send off for free Rimmel make-up.

Tampax Slender (in packs of 40 and 10) is the only tampon specially designed for young girls.

And as Rimmel is their favourite brand, they'll

find the offer extremely attractive. So much so, they'll soon be asking you for the special Slender packs. And you'll find it extremely lucrative.

Not content with already being the biggest-selling sanpro brand, we're spending £3 million on advertising and promotions this year.

So, needless to say, you'd be well advised to stock up now with these special Slender packs.

TAMPAX

*TAMPAX IS THE REGISTERED TRADE MARK OF TAMBRANDS LIMITED, HAVANT, HAMPSHIRE, ENGLAND.

House cleaners shining future

The household cleaning market is set to reach £1bn by 1987, according to a new *Euromonitor* report.

Already fragmented, the £14m market should become even more segmented as manufacturers seek more sales amidst cut-throat competition, says the survey, which sees the British housewife as essentially conservative. It has proved extremely difficult to sell her a low temperature liquid, rather than a high temperature powder. But innovative products with genuine improvements are welcomed. So liquid surface cleaners have all but abolished powders, and sales of fabric conditioners are still rising steadily.

In the airfresheners market, solid airfresheners have largely replaced aerosols. But despite this, the market is essentially a stable one, say *Euromonitor*.

In 1979-83, multiple grocery stores increased their sales share from 55 to 72 per cent, while profit margins, already narrow, decreased. The effect on retailing has been to boost own-label goods at the expense of the branded sector.

The market is predicted to grow steadily at around 19 per cent by 1988. "The household cleaning report" (£235), *Euromonitor Publications Ltd, 87 Turnmill Street, London EC1M 5QU*

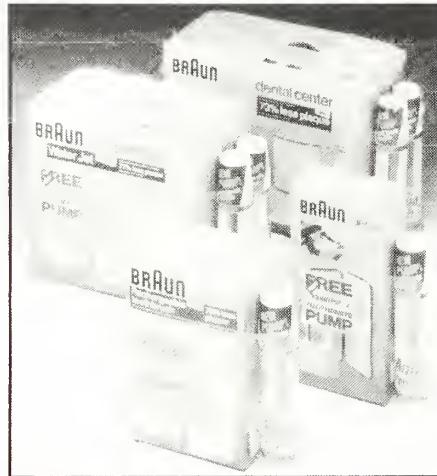
New designs

Network Management are now promoting the Italian designers' Gianfranco Ferre fragrance in a new lighter fragrant edition entitled Gianfranco Ferre Eau Du Matin (50ml spary £18.50; 100ml spray £29.50).

Network say Eau Du Matin will take its place alongside the full Gianfranco Ferre fragrance and bath line with an advertising and promotion spend of £100,000 placing full colour page advertisements and advertorials in leading women's interest magazines for 1986. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middlesex TW8 8JL*.

What's new cookies?

Ener-g gluten-free rice chocolate cookies (179g £2.13) are now available from General Designs Ltd. They are distributed by Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.



Word of mouth

Braun are running a consumer promotion on their oral care line.

Consumers purchasing a Braun electric toothbrush, a water het or an oral centre will receive a free Aquafresh toothpaste pump worth £0.85, which will be banded onto the products.

Mark Newey, product manager at Braun says: The Aquafresh pump is being heavily advertised on television through June thus giving the promotion added impact at point of sale. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex*.

On the ball

Beecham are promoting Resolve in the national Press for the duration of the World Cup.

Advertisements will run in the *Daily Express, Sunday Express, Daily Mirror, Sunday Mirror, Sunday People, The Star* and, in Scotland, the *Daily Record* and *Sunday Mail*. The advertisements will all be different, and will be linked to the events of the World Cup as they happen. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middx TW8 9BD*.

Tramil stressed in ads for Press

A £250,000 national Press campaign for Tramil 500 is running until October. Whitehall Laboratories are using both dailies and Sundays, with the advertisement appearing in colour and black and white.

The line drawing advertisements are aimed at young people working in a stressed environment with the emphasis being on "powerful" headaches.



As the latest winner of Unichem's Passport to Riches competition Mrs Joy King, MPS, of Longstone Pharmacy, Main Street, Seahouses, Northumberland, collects her £5,000 cheque. Doing the honours was Neil Chapman FPS — Unichem's director in the North-East region — and Ray Durey, general manager of the Newcastle branch

Hypon 300-tablet packs are now available singly, replacing the 3 by 300 tablets carton pack. The price for 300 tablets is unchanged, and the 12 by 12 tablet pack continues to be available. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB*.

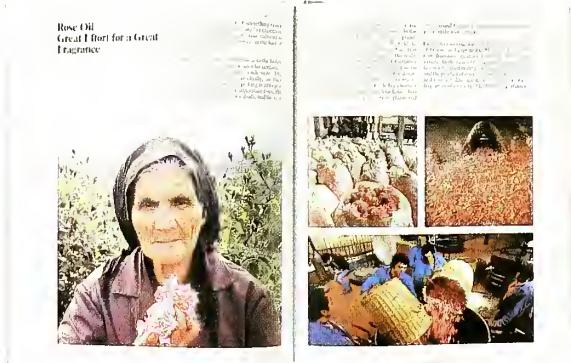
ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	Bt TV-am	C4 (LWT)

Active Scholl sandals:	GTV, U, B, G, Y, C, TT
Alberto VO5:	All areas
Aller-eze:	U, Y, A, HTV, TSW, TVS, TT, Bt
Amplex:	C, TVS, LWT, TTV, C4, Bt (C, TVS, LWT)
Anne French:	Bt
Askit powders:	GTV, STV
Baby Wet Ones:	All areas except C4, Bt
Braun Independent hair stylers:	All areas
Carmen:	G, Y
Carnation Build-up:	G, Y, A, TVS, TT
Carnation footcare:	G, Y, C, TVS, LWT

Coppertone:	GTV, STV, B, G, Y, TTV, TT, C4, Bt (All areas)
Dixcel:	GTV, B, G, Y, C, TSW, TT, Bt
Immac Dancer:	Y, TTV, TT
Jordan toothbrushes:	All areas
Lady Grecian 2000:	GTV, U, STV, B, G, A, HTV
Lipcote:	All areas
Listerene:	All areas
Murine:	C4 (LWT)
New Feel Andrex:	Y, C, HTV
Nurofen:	All areas
Odoreaters Trainer Tamers:	U, B, Y, TSW
Optrex:	All areas
Pedoudeuse Babyslips:	Bt
Pond's cream & cocoa butter range:	All areas
Proflex tablets:	TT, C4 (TT)
Savlon:	All areas except U, B, GTV
Scholl foot collection:	All areas
Sensodyne toothbrushes:	G
Solpadeine:	GTV, STV, Y, A, TVS, LWT, TTV, C4, Bt
Sweetex:	All areas

THE PERFUME SET



1. The H&R Book of Perfume.

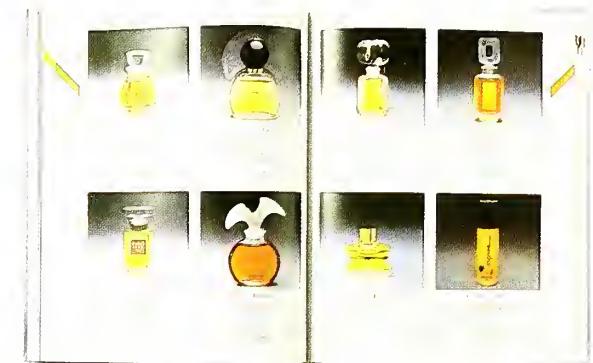
160 pages of fragrance information, beautifully interrupted by 207 colour photographs and illustrations. This volume deals with all that is fascinating about fragrance, from ancient to present times.



2. Fragrance Guide Feminine Notes.

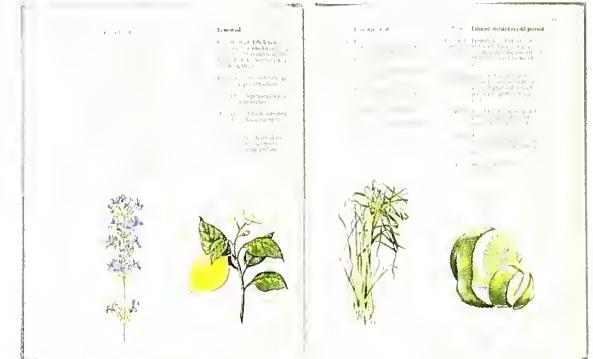
144 pages. 381 colour photographs. Describes the 13 feminine fragrance families. Categorizes 361 popular male fragrances as to genealogy, birth year and structure. Full alphabetical index.

The idea was to cover the subject of fragrance. The source was Haarmann & Reimer, a company founded in Europe in 1874, and now the world's third largest fragrance manufacturing organization. Haarmann & Reimer opened its archives, its laboratories and its files to the writers, artists and photographers of this project. The result is this set of four lovingly produced hardcover volumes. It is a reference library for anyone whose work touches fragrance. Or a happy and stylish possession for anyone fragrance has ever touched. Or both.



3. Fragrance Guide Masculine Notes.

144 pages. 381 colour photographs. Describes the 13 masculine fragrance families. Categorizes 361 popular male fragrances as to genealogy, birth year and structure. Full alphabetical index.



4. Guide to Fragrance Ingredients.

144 pages. 124 carefully reproduced colour illustrations that make the book not only a work of reference but also a work of art. Accompanying descriptions. A complete visual and verbal collection of the most important perfume ingredients.

To: Johnson Publications Limited 130 Wigmore Street London W1H 0AT England

Please send me:

The Perfume Set of four 9 1/4" x 12" volumes, packed in cases. Price: \$ 90.00 (£ 72.00) per set.

The following single volumes of The Perfume Set. Price: \$ 25.00 (£ 20.00) per volume.

The H&R Book
of Perfume

Fragrance Guide
Feminine Notes

Fragrance Guide
Masculine Notes

Guide to Fragrance
Ingredients

Name _____ Company _____

Street _____

City _____ Postal Code _____

I enclose my cheque made payable to Johnson Publications Limited in the amount of \$ (£) _____
Price includes surface mail postage. If air mail delivery is required, please add \$ 6.00 (£ 4.80) per volume
or \$ 24.00 (£ 19.80) for the complete set.



Macs use Force through Choice

This month sees the launch of Macarthy's monthly retail promotion — "The Driving Force".

Macarthy's customers are being mailed a copy of the Choice brochure and order form. Orders for six mixed cases will entitle the retailer to submit an entry to a competition — the first monthly prize being a Metro City X. In addition, retailers ordering twelve mixed cases will receive a voucher for a weekend's free accommodation for two at any one of 300 hotels in the UK and Europe.

Products featured in the June promotion are: Alberto Body n' Shine conditioner, Silk conditioner and shampoo; Alka Seltzer; Aller-eze and Aller-eze Plus; Andrex toilet rolls; Bactigras; Band-Aid plasters; Beach Blonde; Bikini Bare; Body Check Plus; Body Mist Plus; Calsallettes; Clearblue pregnancy test; Clearine; Coopers aerosols; Country Basket; Do-Do tablets; Elnett hairspray; Empathy; Eye Dew; Farley's Rusks; Gem hairspray; Grecian 2000 and Lady Grecian 2000; Handy Andies; Hedex; Hedex Plus; Seltzer and soluble; Hermesetas; I/L Dry aerosols and Dry roll-on; Impulse body spray; Jelonet; Jordan toothbrushes; Junior Panadol; Kleenex tissues; Kling cotton conforming bandage BP; Kodak gold films (ISO 100); Lanacane; Limmits; Milupa infant foods; Mucron; Nair hair remover; New Wave; Nippon ant destroyer, and powder and ant & crawling insect spray; Nusoft all-in-one nappies; Optrex; Otrivine and Otrivine hay fever; Pear's soap; Pennywise; Pin-up perms; Poly Papilloten; Pond's cream & cocoa butter; Pretty Polly display unit; Proflex; Progress milk; Rentokil. Scotties; Shoo insect repellent; Silkiene conditioner, hairspray and shampoo; Solpadeine. Sports Aid supports; Stayfree press-on towels; Sun-in; Tricotex; Vagisil; Vapona; Velvet perms; Wella hair streaking kit; Witch Doctor and Witch stik. *Macarthy's Ltd, Chesham House, Chesham Close, Romford, Essex.*

Imperial train

Cussons Imperial Leather starts its Summer burst of television advertising on June 9 with the return of the "train" commercial.

The two week campaign will be broadcast nationally and will be followed by further airtime after a brief gap. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*



Spencer support sports...

A new range of joint supports aimed at the sports injuries market has been launched by Spencer (Banbury) for retail through chemists.

The Flexfit range of adjustable elasticated supports is styled in bright white with dark blue trim to match current sportswear fashions, and includes elbow, back, knee, wrist, ankle and tennis elbow supports and a wrist brace.

They are displayed in clear packaging with an illustrated information card. The range retails from around £1.50 for the wrist support and offers chemists an average profit margin of 55 per cent, says the company.

A merchandising stand is available which takes up just over one square foot of store space, and comes with explanatory leaflets. *Spencer (Banbury) Ltd, Spencer House, Britannia Road, Banbury, Oxfordshire OX16 8DP.*

Bikini backed

Carter Wallace are supporting Nair Bikini with a £200,000 advertising campaign.

Advertisements will appear in the women's Press throughout the Summer, and a high frequency radio campaign will run in June. *Carter Wallace, Wear Bay Road, Folkestone, Kent.*

Something new under the sun

Leichner are introducing three new sun products under the brand name Bronzelle.

Bronzelle fluid tint is a cooling lotion, while for the face active sun tint is a rich tinted moisturizer. The ultralight cream is a sheer luminous colour.

The third product is a relaunch from last year for use on both face and body — the mousse contains a sunscreen.

The basic parcel offers six units of each product plus a free tester of each item.

Cosmetic bags will be supplied with each order, to be offered free to customers who buy £7.50 worth of the products. *Leichner (London) Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.*

Sterling turn a new leaf

Throughout the Summer Sterling Health's Wet Ones moist wipes are offering free houseplants with the 50 and 70 packs.

By sending three tokens from the special packs plus 40p postage consumers can choose a houseplant from a choice of an Arecca palm, Canary Island ivy or Leopard lily. The offer closes August 31 1987. Promotional point of sale material is available. *Sterling Health, Onslow Street, Guildford, Surrey GU1 4YS.*

Tampax push with Rimmel

Tambrands and Rimmel have joined forces in a promotion called Tampax Slender collectable cosmetics Summer offer.

By redeeming the "seal of confidence" tokens and following directions on the application form from the special 10s and



40s Tampax Slender packs, the consumer is invited to choose from a variety of five Rimmel make-up items up to the value of £2. The offer closes on December 31. *Tambrands Ltd, Dunsbury Way, Havant, Hants PO9 5DG.*

Going to New Lengths

Network Management have launched Sally Hansen New Length. The range is to be supported by an advertising and promotional spend of £150,000.

New Lengths micro fibre strengthener (£1.95) polishes and protects in one step allowing nails to grow long and strong, says the company.

Fifteen fashion shades are available in a unit containing six of each colour. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middlesex TW8 8JL.*

For the very best
in Haircare
Accessories

....Pick a card!

Lady Jayne



Laughton & Sons Ltd., Warstock Road,
Birmingham B14 4RT

Hydron make contact . . .

Hydron have introduced a range of contact lens care products specifically formulated for gas permeable lenses. Formula H cleaning solution (10ml, £1.59) is for removing oily substances and tear fluid deposits before disinfection in Formula H soaking solution, a sterile saline (120ml, £2.17).

A wetting solution (50ml, £2.14) helps insertion of lenses. The active ingredients are benzalkonium chloride and disodium edetate.

A wine cooler and bottle of wine is offered with any six dozen of the range. *Hydron Europe Ltd, Admiralty Way, Camberley, Surrey GU15 3DT.*



Potter's Herbal Supplies have introduced ginger capsules for travel sickness. The capsules are packed in tubs of 30 and retail at £1.45. They are available in a twin pack for display purposes with Potter's Spanish tummy mixture and are supported by POS material. *Potter's Herbal Supplies Ltd, Leyland Mill Lane, Wigan, Lancs*

Triominic in 30s

Triominic is now available in a 30-tablet pack (£1.63) which replaces the 50-tablet size as part of a standardisation of the Trio range. The pack is also being repackaged to improve prominence. The new pack size offers good value for money and a more attractive retail price, say Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford Middx TW8 9BD.

New gel pack

Kolanticon gel is now available in a new cartonned pack (£1.35). *Merrell Dow Pharmaceuticals Ltd, Stana Place, Fairfield Avenue, Staines, Middx TW18.*

PRESCRIPTION SPECIALITIES

Premium range

Abbott have introduced a new range of ostomy products. The Hollister Premium range includes opaque or clear Karaya 5 seal closed bags with microporous II adhesive quiet film and filter (15, £24.30 all prices trade), opaque or clear closed synthetic seal bags with microporous II adhesive film and filters (15 £25.35), drainable clear bags with Karaya 5 seals and microporous II new quiet film (15 £26.25), and drainable bag clamps for use with the Premium range (20 £15.26). All bags have 25mm, 32mm, 38mm, 44mm, 51mm, 64mm and 76mm stoma sizes.

The range also includes drainable Karaya 5 seal bags with microporous II quiet film with replaceable filter and boxes of replaceable filters, which are not available on prescription. *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

BRIEFS

Ramodar (etodolac), Wyeth's new non-steroidal anti-inflammatory, is now available to GPs. It has been in hospital use since March. Ramodar (60 tablets £16.80 trade) is indicated for acute or long-term use in rheumatoid arthritis. The recommended oral dosage is 200mg twice daily. The container has a specially-designed lid to make it easier for arthritic patients to open. *Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.*

Diocetyl syrup labels are now mint green

and **Diocetyl paediatric syrup** labels orange to assist differentiation. Medo say the change is in response to requests from pharmacists. *Medo Pharmaceuticals Ltd, Schwarz House, East Street, Chesham, Bucks HP5 1DG.*

Hygroton 50mg and 100mg and Hygroton-K tablets are now being packed in securitainers. Pack sizes are unchanged. *Geigy Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*

Co-proxamol tablets (100 £1.84 trade) have been added to Berk's range of generics. *Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.*

Ibuprofen 200mg and 400mg tablets from Cox Pharmaceuticals are now film-coated, as opposed to sugar-coated, in line with the 600mg tablets. The OTC product Relcofen has also changed. The colour remains pink. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, North Devon EX32 8NS.*

The Canesten range is now fully colour-coded. The three by 200mg vaginal tablets are coded with a red stripe and the six by 100mg tablets are coded with a yellow stripe. They join Canesten 1 (blue), 2 per cent vaginal cream (green), 10 per cent vaginal cream (blue outlining white) and Duopack (yellow). *Bayer (UK) Ltd, Pharmaceutical Division, Bayer House, Newbury, Berks.*

Rite-Diet low protein white bread (with added fibre) has been classified by the ACBS as prescribable for

phenylketonuria, similar amino acid abnormalities, renal failure, liver failure, liver cirrhosis, gluten sensitive enteropathies including steatorrhoea due to gluten sensitivity, coeliac disease and dermatitis herpetiformis. *Welfare Foods (Stockport) Ltd, 63 London Road South, Poynton, Stockport, Cheshire SK12 1LA.*

Securon tablets (verapamil hydrochloride BP) are now available film-coated. Securon 40mg are white, with "40" on one side and the Knoll logo on the other. The 80mg tablets are white, with "Securon 80" on one side and "Knoll" above the score-line on the other. Securon 120 tablets are white, with "Securon 120" on one side and "Knoll" above the score-line on the other. Calendar packs of sugar-coated Securon 120mg and 80mg remain available. *Knoll Ltd, The Brow, Burgess Hill, West Sussex.*

The formulation of Chloromycetin Redidrops has been modified. The overages of chloramphenicol and the preservative have been reduced, and the proportion of buffer ingredients increased. The ingredient proportions remain within the BP specification, and the useful life of the opened bottle remains four weeks, say Parke-Davis. The first batches of the new formulation are: 5ml 6D283 (expiry date September 1987), and 10ml 6E128 (expiry date October 1987). *Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY.*

Dimotone plus (500ml £6.02) and Dimotone plus paediatric (500ml £5.50) are being launched by A.H. Robins. Full details next week.



'Savlon' sells faster than any other antiseptic cream.

Brand Leader. For over a decade, Savlon has been the best-selling antiseptic cream.

To add to its well-known benefits of its surprising and gentle properties, Savlon uses the best known antiseptic cream and is free from harsh chemicals, containing 10 natural ingredients.

It's stamped with the fact that in 1986, over 100 million tubes of Savlon were sold, making it the best-selling antiseptic cream in the world.

Care
Laboratories Ltd.

One go giv birth to

In the summer of '84
Cow & Gate launched
a range of pure juices for
babies.

Mothers liked them
because they were com-
pletely free of added sugar,
artificial colours, flavourings
and added preservatives.

Babies liked them
because – well, babies just
liked them.

So much so that by the
end of '85 they had become
brand leader in the market.*

Following that success
Cow & Gate are now
launching a range of pure
concentrated juices.

They too will be the
juice, and nothing but the
juice.

No added sugar.
No artificial anything.



Good idea comes another.



(Which is something our competitors can't say.)

Three of them come in the same varieties as our ready-to-drink juices, plus one new one—Apple & Rosehip.

We'll be telling mothers about them with an eye-catching advertising campaign in women's magazines and specialist press.

It'll run throughout the summer and well into the autumn.

And we'll be adding a little extra encouragement in the form of a 5p-off coupon.

All you have to do is stock up. Then our new success will be your success too.

Cow & Gate
The Babyfeeding Specialists

*Independent Market Audit latest 24 weeks ending 28/12/85



SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.



PIRITON

Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.



I have just read an article in C&D May 24, "Forged scripts: no defence for pharmacists." I am aghast! I find that as time goes by I have less and less of a clear understanding of what our governing body is trying to achieve and indeed at present I visualise the Pharmaceutical Society as a lumbering bully with subnormal intelligence that sits on a bench with no real comprehension of what is being said and what is happening. It seems incapable of making a rational decision on anything and then for no apparent reason leaps up and lays wholesale into its "whipping boy," the membership, with a big stick.

Compare the punishment given to the individuals who steal prescription forms and present forged prescriptions, with that given to the pharmacist unfortunate enough to dispense a forged prescription; the circumstances being that the forgery was such a good one that it was not at all obvious.

During my time as superintendent pharmacist here, an irregular customer, on at least three occasions, attempted to pass prescriptions which were illegal because either the quantity had been increased illegally or because the prescription was made out in an assumed name.

Forgeries

Some months ago this same gentleman appeared in court charged with stealing blank FP10 forms and presenting forged prescriptions. His defence was that he misunderstood the "limited prescribing list" and thought the tablets to which he was addicted, namely valium 10mg and DF118, would no longer be available. The defence made out that in panic this individual stole forms and had prescriptions forged. To my knowledge, this person was well known in Birmingham for attempting to pass forged scripts for at least three years prior to this case and probably for considerably longer. The court conditionally discharged the man.

Now, a pharmacist who is successfully tricked into dispensing a forged prescription by a criminal acting either for financial gain or to illegally obtain drugs for his personal use, is immediately vilified. He is a criminal from the minute the prescription is passed over the counter (in law). From the time that he is notified by the Society or FPC that they have received a forged script from the PPA which he has dispensed, he knows that he will appear in court and that he will be found guilty and that he will almost certainly be called to account by the Statutory Committee which will treat him harshly. If you can comprehend the mental anguish that this poor person, who has done nothing intentionally wrong, will have to suffer over a protracted period of time combined with whatever sentence the court in its "wisdom" decides to pass plus whatever his "colleagues" on the Statutory Committee see

Ill-fitting laws for healthcare

Superintendent pharmacist at W.T. Ridgway Ltd, in Birmingham, David Liston looks at some of the reasons pharmacists are still "bewildered shopkeepers" instead of true professionals.

fit to clout him with, I think you will agree that the duped pharmacist will suffer far greater penalties than the intentional criminal who instigated the crime.

Surely every member of PSGB should expect to find support from that body unless he has deliberately acted in a criminal manner or has clearly been negligent. For it to be otherwise is surely disgraceful and far more of a slur on the Society than on the unfortunate individual concerned.

Another area in which the PSGB appears to have sat like a simpleton on the bench and then rushed forward stick flailing in a most ungainly manner is that of parallel imports. Three years ago there was no such thing as a licensed parallel import, nor was there such a thing as the "Council statement on parallel imports (unlicensed)". In fact the big dumb creature sat on the bench and said nothing and gave no guidance to the "whipping boy". And then all of a sudden three years later when the magnitude of the problem has far decreased and a huge volume of water has passed under the PI bridge, up jumps the creature and sets about the poor membership again with the result that at least one pharmacist is to appear before the "ethics committee" for doing exactly what hundreds of pharmacists have been doing for what is now several years, while the great dumb brute sat on the bench, mute.

To raise yet another subject (the lack of correspondence about which never ceases

to amaze me): Controlled Drug prescriptions. I feel that the whole thing is becoming a farce. I find that physicians' compliance with the regulations is abysmal and that in 13 years (since MDA 1973) many physicians have either failed to learn the nine little rules or just don't bother to comply with them. Since the inclusion of phenobarb and the other barbiturates and phentermine, meprobamate, etc, and the now differing legislation for different CD schedules, the situation has dramatically worsened. It was bad before.

I find that a number of general practitioners are no longer sure which drugs are CDs and which aren't and I also find that some don't care. Examples being: 1) On same prescription a barbiturate not written as a CD and a laxative written as a CD, and 2) on phoning a doctor to explain that a certain prescription was illegal because it did not state the form, he asked what I meant. I further explained that it must state "tablets"; his reply: "big deal!"

The present CD regulations are not properly complied with, they are ill understood by GPs and they do little or nothing to prevent drug abuse whilst they can prevent seriously ill people from obtaining medicines which they desperately need. I wonder if it is common knowledge that if someone is dying and is in severe intractable pain on say a Saturday before a bank holiday and his caring relative obtains a prescription that is wrongly written by the doctor, there is a strong possibility that the patient will be prevented from receiving that medicine for some considerable time. That is, unless some pharmacist, out of compassion for the circumstances of that poor individual, supplies the preparation which may be seen by humane and compassionate individuals to be the only possible decision in the circumstances. But in law that pharmacist is a criminal.

Hearing the call

I would say to the Society that over the past few years I have heard the call for pharmacists to push themselves forward presenting a caring and professional image. But, until pharmacists are allowed to make decisions based on their knowledge and own good judgement as to what is right in the circumstances and to act accordingly and to know that they have the backing of a powerful and supportive Society, they will never be professionals. Indeed, they will always remain as they are: bewildered shopkeepers with heavy responsibility to bear in law and without the knowledge that they can act as they think professionally correct and be allowed to carry the responsibility of their actions.

Absolute law for health care professionals is unnecessary, is dangerous and makes no good sense at all.

Supervision must stay — Appelbe

Head of the PSGB law department Gordon Appelbe has made it clear he does not support the view that supervision of dispensing by pharmacists is unnecessary.

"How are we to justify our role in dispensing if somewhere along the line there is not a pharmacist involved? Who is to decide whether counselling is necessary? Who is to respond to queries from patients when medicines are handed out?" he asked the conference.

"I believe the pharmacist should be where the patient is — out of the dispensary. But that does not mean there should be no pharmaceutical involvement in dispensing procedure. If you don't have that you might just as well give it to the grocer down the road."

The same applied to supervising sales of medicines, he said, condemning those pharmacists who said they already had too much to do. "If you do not supervise sales of Pharmacy medicines then there is no need for them — if you do no more than the grocer then there is no justification for that classification."

It was only a legislative quirk that there was a "P" list at all, he reminded the conference. There are only two statutory lists — the GSL list and the POM list. "Those medicines in the middle could quite easily gravitate either way if the pharmacist is not prepared to do something for the benefit of the patient and maintain some form of supervision," said Mr Appelbe. It might not necessarily be the strict legislative interpretation in current practice, but there was a need.

The Nuffield Report had suggested changes in the pharmacist's role. "But don't throw out the baby with the bathwater," Mr Appelbe cautioned. "Many of the roles we have already got are restricted to pharmacies. Don't throw those out until other roles are developed."

The concept of primary healthcare is nothing new, merely the current "buzzword" for the initial relationship with the patient. "Whether the pharmacist carries out his clinical role in the community well is a matter of debate. Some do, others just provide a supply service for medicines," he said. But it is a shared role with the GP and the nurse at community level.

Good pharmacy practice is professionalism in its widest sense, with the client trusting entirely on the knowledge and impartiality of the practitioner, said Mr Appelbe. It required minimum



The Pharmaceutical Society of Northern Ireland held its first ever conference last weekend at Ballygally to celebrate its diamond jubilee. Opened by President Derek Corbett (above), it was a lively event with controversial and opposing views from leading pharmacists set against the background of the Nuffield Report.

standards of knowledge, behaviour and environmental conditions. "But there is a deep rooted feeling that trade and professional activities are not compatible. But what is the difference in earning a



PSGB law department head Gordon Appelbe.

living by selling professional services, and the buying and selling of goods?"

A tradesman is primarily concerned with profit and holds his customers to be the judge of what they want. A professional man has to judge what is best for his customers, even if it is to his disadvantage. "Community pharmacists have many problems coming from the environment in which they work. I have never accepted we are a trading profession. We have an involvement in trade while providing professional services," said Mr Appelbe.

Standards of service have to be set before standards of environment. The pharmacist was responsible to four groups of people — the patient, other pharmacists, other professionals, such as doctors, and his employer, said Mr Appelbe. In dispensing safety, quality and efficacy are the main concerns, and that mean pharmacists should be sure of their sources of supply, he said, in an oblique reference to parallel importing.

He stressed the importance of well qualified support staff. "They are a strong support in the hospital service and they allow the pharmacist to be with the patient."

While pharmacy had advanced rapidly in knowledge Mr Appelbe did not feel environmental standards had come on at the same speed. "It would be nice if standards could be controlled by the profession itself, but if it fails there will be legislation and enforcement by someone else," he warned. Later, in reply to a question from Dr P. Deasy, president of the Pharmaceutical Society of Ireland, he said: "Pharmacists in Britain have not managed to solve the problems of good environmental standards in community practice. I doubt if they ever will, and as a result we shall get legislation." He was not enthusiastic about standards being enforced contractually by laying down minimum requirements in the terms of service.

A point of law

The recent ruling by the House of Lords that it was an offence to dispense a forged CD script was wrong, Mr Ivan McFarland told Mr Appelbe, and would discourage reporting such items to the authorities.

Mr Appelbe was unable to give full details of the case as it is likely to be referred back to the magistrates court, but said it was an appeal on a point of law. The prosecution had been brought under the Medicines Act rather than the Misuse of Drugs Act. "We were obliged to appeal on a legal point 'because if we had not we could never have prosecuted anyone else for selling a POM without a script. It was a technicality,'" he said.

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The move towards original pack dispensing, coupled with increased awareness of product liability, meant that manufacturers were looking to provide patient information. DHSS deputy chief pharmacist Peter Noyce (above) contrasted this with Sweden and Holland where generic information was produced by pharmacists themselves.

Technology offered opportunities for data collection for patient records and drug information services — "one development Nuffield really took to its heart and mainly due to local initiatives," said Dr Noyce. Drug evaluation, clinical trials and adverse reaction reporting were other areas where pharmacists could usefully become employed. "It has been a territorial issue but there will be an easing of the situation with a new chairman of the Committee on Safety of Medicines," he predicted.

Technical pharmacy services are important, but pharmacists must reconcile themselves to the constantly changing interface with industry. There were now commercial options available for cytotoxics and TPN, attractive because of the high capital costs of technical pharmacy.

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Northern Ireland chief pharmacist Brian Cheyne with PSGB vice-president Bernard Silverman.



Silverman puts progressive view

Anyone who believes that a relaxation of supervision means there is no future for pharmacy does not deserve to be a member of the profession, Bernard Silverman, vice-president of the Pharmaceutical Society of Great Britain, told the 70 delegates attending the Sunday session.

How the public should be safeguarded if pharmacists are asked to leave the premises for professional purposes is one of the most controversial points of the Nuffield Report. Mr Silverman was critical of the strict way the law regarding supervision of dispensing and OTC sales was interpreted.

He quoted a recent case where an analgesic was sold to an inspector while the pharmacist was counselling a prescription patient. "The inspector went out of the shop to consult a colleague, then came back and challenged the pharmacist to say what was in his bag," said Mr Silverman. "What kind of profession are we that allows an inspectorate to behave like that? How can we get on with the role Nuffield sees for us if we are going to run a profession like that?"

Is it right to close a pharmacy in the absence of a pharmacist at lunchtime when often no reference is made to the pharmacist when medicines are sold, he asked delegates. "It is a nonsense! How much better it would be if the pharmacist exercised proper professional control, knowing the capabilities of his trained staff. He will exercise the personal control that is laid down in the Medicines Act. He should not need the 'extras' in the way the law is currently interpreted."

Mr Silverman criticised a recent letter from Stanley Bubb (C&D May 10) as typical of the misguided thinking of less progressive pharmacists. "He refers to

grave dangers to the profession. But laws are made for the protection of the public, not to provide the privilege of monopoly for groups that can then claim to be professionals," he said. "They do not realise a profession can only call itself a profession if it sets its own standards above and beyond the law."

The Nuffield Report looked at what pharmacists do rather than what they say they do. It looked at what pharmacists can do rather than what they might do. "Wild statements of self-adulation pulled no wool over the eyes of the Committee. The self-effacing statement of many and the expressions of dissatisfaction with the profession's status — even to the point of denigration — were analysed and to a large extent dismissed as being unfounded," said Mr Silverman.

But there was a danger of the profound statements in the report just becoming clichés, he warned, and urged delegates to think about its recommendations. "I appeal to you to set about implementing what needs to be done, and not waiting too long before getting on with it."

Would the medical profession accept the contributions pharmacists could make towards more efficient and effective prescribing? The will to collaborate was there from the Royal College of General Practitioners, but it was sporadic at grass root level — GPs were too busy and pharmacists shackled to their premises. "We need to discuss how the role can be achieved and achieve it we must," said Mr Silverman.

He called for a proper service for residential homes. "Dismiss self interest. In the real world the only concern sometimes is to get scripts into your shop. That must stop. It must be a professional service."

Another new role for the community pharmacist was in health education. But the right environment was needed for these new roles to exist. There was no reason why the commercial and professional should not exist side by side providing it was possible to distinguish between the two. "The medicines sales area and the dispensary should shriek 'this is a pharmacy,'" said Mr Silverman. He condemned those whose premises did not project a professional appearance, with the windows covered in stickers and posters.

"To enhance the commercial appeal of a business by tacking on a bit of professional pharmacy is not on, and the Pharmaceutical Society should not allow it. But the Dickson case ruled there should be no interference in commerce provided the profession is properly practiced. That precedent will stick for some time."

But Nuffield suggested if powers for continued on p1143

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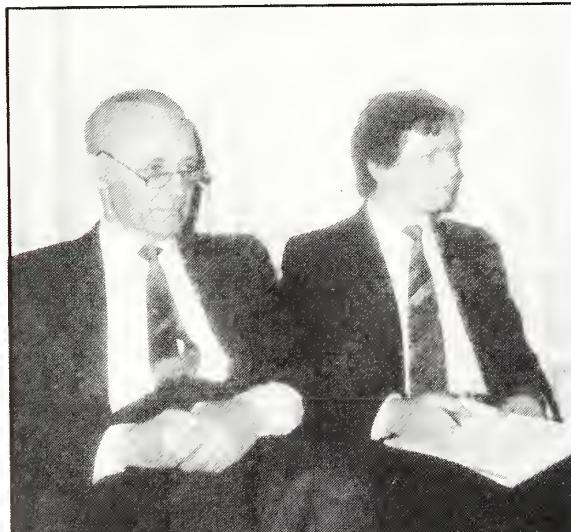
PSNI CONFERENCE

"Nationalisation is the future for community pharmacy" was the motion facing the house last Friday at a debate organised by the Young Pharmacists Group to start the Conference programme. Chaired with commendable impartiality by Pharmaceutical Contractors Committee secretary Mr T. O'Rourke, the motion was defeated despite the sterling efforts of Comrades Anderson and McMullen (as they were dubbed by the opposing speakers). The arguments that the threat of commercialism prevented pharmacy from becoming a true profession, and that nationalisation removed the chains of profit, did not sway the house.



Above: YPG secretary Lesley Anderson puts the motion to the house, seconded by Ronald McMullen (Central Services Agency) that "nationalisation is the future for community pharmacy". Chairman T. O'Rourke (left) takes it all in

Right: The YPG's Terry Maguire (right) and PCC chairman Justin Beagon listening to an impassioned speech from Mr McMullen. Mr Maguire later accused him of coining a new catchphrase — "nationalisation is nice". Pharmacists should not sacrifice their independence for a mess of state pottage, said Mr Beagon



Keeping an eye on proceedings, Mr William Boyd, FPSNI, outside the conference hotel with his wife



Mrs Sheila Maltby, chairman of the Guild of Hospital Pharmacists in Northern Ireland (left) and Mrs Muriel Singleton, a lecturer at the pharmacy department, Queen's.

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continued from p1140

the Pharmaceutical Society were not there they should be. There should be some ensure on the flagrant thumbing of the nose at all that is professional for the sake of commerce, said Mr Silverman.

The supervision angle was the main interest in the debate which followed. The supervisory role was carried out in a more relaxed fashion in Northern Ireland, said Mr McIlhagger. "Has the GP done well when the receptionist tries to do his work, or the vet when the yard man does the job? Opticians, dentists and pharmacists do well because the public know they are here," he said.

Mr T O'Rourke took a cynical view. We have had these government papers before. Some pointers in Nuffield have been picked up by the DHSS. What will happen to Nuffield is the same as to the 'Future of Pharmacy' report we had about 5 years ago. Nothing has ever been done about it. I do not share your optimism that this document will give us the future we are looking for. Although there is a lot of pharmacy would agree with there is a lot Ulster would say no to." Mr Sherman said he was enthusiastic, not necessarily optimistic.



Scientific input at the conference came from Professor Alain Li Wan Po (above) and Dr James Elnay (below right), both from the pharmacy department, The Queen's University of Belfast.

There is much debate at present on the content of degree courses, said Professor Li Wan Po. By looking at the pro-drug concept and other delivery systems he showed that a sound understanding of basic science was a useful asset in everyday practice. "Unless we look at the fundamentals we cannot produce pharmacists who can last for 30 years," he said. "Pharmacists need to understand the underlying problem rather than the bare facts."

Using aspirin as an example, he cited

the large number of different formulations it was presented in to overcome absorption problems, and how an understanding of its pharmacology explained its wide spectrum of activity.

Dr McElroy outlined some of the many specific drug interactions identified with plastics over the years. Most occur due to adsorption, and can be significant when drugs are in low concentration and there is a corresponding large area of surface contact, as with intravenous giving sets. Insulin, glyceryl trinitrate and lignocaine are drugs that have been identified as susceptible. On a more everyday level rifampicin and adrenaline can be absorbed into contact lenses to give discolouration.



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Dick Chambers (left) with Catherine and Thomas O'Rourke before Saturday night's dinner



PSNI Council member Thomas Hunter, (left) and his wife, with vice-president Robert Clarke and Rodney McDonald (right), also on Council



Dr James McElnay, lecturer, department of Pharmacy, QUB (left) and PSNI secretary and registrar Derek Lawson (right) share a joke with past-president John Swanton



Council members Gordon McGlaughin (left) and Malcolm Napier chat with Society treasurer George McIlhagger (right) before the Sunday morning session gets under way

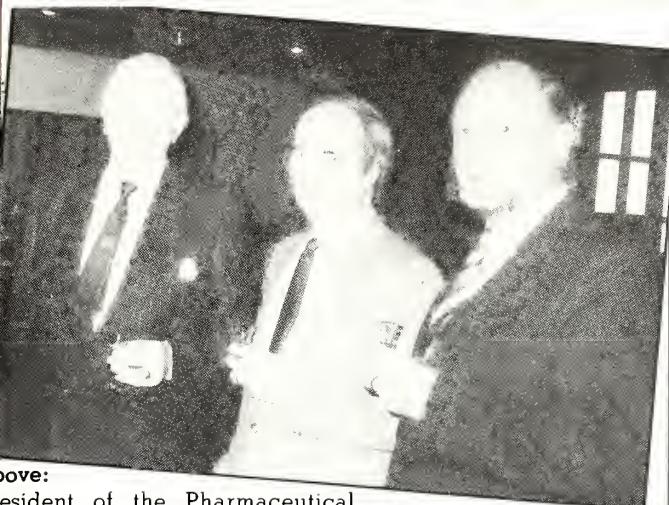


Taking a coffee break (from the left) Heather Benson, Claire Gilligan and Anne Kelly, all from the pharmacy department at Queen's, and hospital pharmacist Andrée McCollum



Above: Young pharmacists Amanda Young (left) and Dr Michael Scott with YPG chairman Brendan Kerr (right) and his wife Elizabeth

Left: Dr Derek Balon (left) with Dr David Temple and Professor Patrick D'Arcy, head of the pharmacy department at Queen's. Dr Temple is shortly to take up a new post at the Welsh School of Pharmacy



above:
President of the Pharmaceutical Society of Ireland Dr Pat Deasy (centre) sandwiched between legal heavyweights Gordon Appelbe, head of the PSGB law department (right) and Joe Cahill, his PSI opposite number. Below: The Boots contingent — territory general manager Martin Hathway (right), who is shortly moving back to Nottingham, and manager of the Belfast branch Charles McShane and his wife, with Mrs Hathway (left)



Left: Michael Mawhinney, from the Central Services Agency, with Sangers chairman and Council member John White. Below: Professor Li Wan Po guessing the number of tablets in a sealed bottle in a draw organised by the YPG to promote a planned DUMP campaign. He actually won the prize of a bottle of whisky. Lesley Anderson and Terry Maguire look on.



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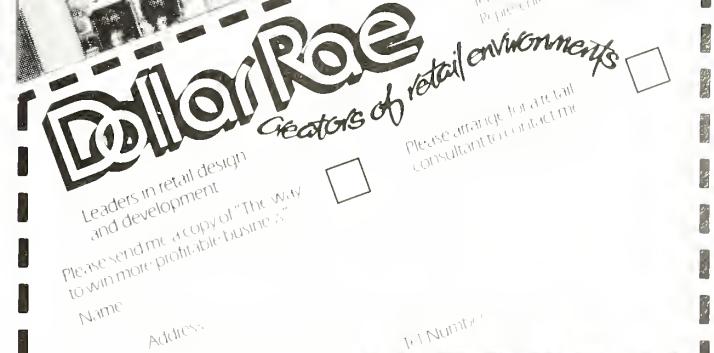
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As a member of the public, who until recently took members of your profession for granted, I read with interest the article concerning the explosion in London during the changeover of oxygen cylinders and the subsequent comment by "Xrayser" regarding the maximum number of cylinders allowed in a domestic house.

My father, who is disabled after a wartime accident, was recently discharged from hospital with a prescription for oxygen at 2 litres per minute for 15 hours, or 1,800 litres per session. To conform with the requirements of the Fire Service he would need a visit from the chemist every day to ensure adequate supplies as well as obtaining daily prescriptions from the doctor.

Thankfully common sense prevailed, (although the doctor needed some persuading) and oxygen sufficient for three to four days was delivered by the chemist. Needless to say the ensuing days proved tiring and worrying for all members of the family and a substantial workload was taken from us by the attitude of the chemist. Mr B.K.F. Patel of Oldham is not only a credit to himself but a credit to your profession. His concern and helpfulness was as refreshing as it was appreciated.

I, for one, am now aware of what a valuable contribution the chemist plays in the field of medical care, and it has been a pleasure, albeit unwanted, to deal with such a professional.

Malcolm Dean,
Waterhead, Lancs.

Help needed for Ghana

I have recently received a letter from the president of the Ghana Pharmaceutical Students' Association. The letter is a *cri de coeur* from a colleague asking for professional help. Mr G. Abankwah-Yeboah writes that a main problem is that their library is virtually empty, and what journals there are stop in 1968. The students badly need journals and text books in all of the pharmaceutical sciences; they need up-to-date information to help them in their studies.

They are also short of equipment for their teaching laboratories, and make a plea for simple apparatus. The students would also like help in establishing exchange programmes and vacation training schemes with hospitals and

pharmaceutical companies abroad. They would like to arrange for just six students to gain this extra experience.

I believe the students have a right to expect more advantaged pharmacists to help them improve their academic and professional training — they are part of the international family of pharmacy and members of a family should be prepared and willing to help each other. To help these students in Ghana is to contribute positively to the advancement of pharmaceutical education and training in an important Third World country.

Pharmacists who are prepared to help should contact Mr G. Abankwah-Yeboah, president of the Ghana Pharmaceutical Students' Association, Faculty of Pharmacy, University of Science & Technology, Kumasi, Ghana.

Professor P.F. D'Arcy,
Department of Pharmacy, The Queen's University of Belfast.

Cock-a-hoop

The British Pharmacists Association would like to congratulate all the successful candidates in this year's Council election, particularly our courageous ex-chairman Alan Nathan who stood down from the BPA executive to be a candidate.

Pharmaceutical Services Negotiating Committee chairman David Sharpe should note that our policies do have support among a wide spectrum of the profession. Mr Nathan was the first of many who we shall be putting up in future elections. Mr Nathan's academic qualifications, which had been omitted from the original printout, were corrected after pressure from us, as indeed was the late date for voting.

Our commiserations to the defeated candidates, particularly to our two friends who are no longer on Council. Our worthy and able political opponent Mr Douglas Davidson who attended many BPA meetings in Scotland to strenuously defend the Pharmaceutical General Council, and Mr Edwin Evens who has done much work in the face of harsh opposition to ensure equitable treatment for the small contractor. We hope it will not be long before both are re-elected as pharmacy can ill afford to lose them.

There is now a new confidence within the profession sweeping away the cobwebs within the establishment and replacing them with ideas more compatible with a modern health care profession. BPA will continue its vigilance and will support policies that maintain the dignity of its members.

Charles Flynn,
General secretary, BPA (UK).

Unscrupulous salesmen

The naivety shown by some pharmacists ready to embark on their first faltering steps to proprietorship is terrifying. Many display an abysmal lack of knowledge of finance which is necessary to survive the claws of the many business vultures, some of whom are sadly members of our profession.

The British Pharmacists Association has had requests for advice from young pharmacists wishing to start their first business.

The disturbing feature of some of these inquiries is that they appear to result from the despicable activities of experienced entrepreneurs, in many cases multiples, converting a shop near a surgery into a pharmacy. In my view the new contract legislation will do little to prevent this happening but the threat of it has made the matter worse.

These shadowy characters operate the pharmacy for about six months. If it is not as profitable as they had hoped, they put it on the market at an asking price which bears no reasonable relationship to its worth. At this stage an intrepid young pharmacist rushes forward, persuades his family to deposit the family heirlooms at the bank as security and purchases it at an inflated price.

No audited accounts are available, no valid reason has been given for the sale, but enthusiastic suggestions have been made to the gullible young man that in no time at all turnover and profit will increase dramatically with such a grand chap in charge with his tremendous knowledge and experience. Soon the world will beat a path to his pharmacy, so that he can impart his superior current learning to his fellow man, as recommended by Nuffield.

Naturally the young adventurer is raring to go. Many do not have the business "nous" to decide if the pharmacy for sale is promising or will become a millstone around their neck, causing much grief and hardship for years ahead. Advice of the right sort is essential to these young people. Hopefully all will seek it and take it.

In my view the Society should use its protectionist powers to investigate the sellers who indulge in this discreditable business practice, to ensure that the method of sale complies with the standards expected of pharmacists. It is to be hoped that the publication of this letter will not give the unscrupulous ideas.

Charles Flynn,
General secretary, BPA (UK)

Sad reflection

saddens me to see that a pharmacist of proven ability and outstanding commitment has failed to be re-elected to the Society's Council. I refer, of course, to Douglas Davison.

I hope that he will be missed, and that we will give those who failed to back him this time an opportunity to re-elect him when he (hopefully) puts his name forward next year.

The fact that only 26.7 per cent of pharmacists responded in a positive fashion to the election is a sad reflection on the negative attitude from the rest of the profession. There were outstanding people ready to spend many hours on our behalf. It is quite extraordinary that pharmacists couldn't find the time and interest to support even one candidate.

At a time when Nuffield and the Green paper are advocating a greater role in medical care for the pharmacist, it should surely be the very time when all pharmacists should show their close involvement by backing the candidates for election to an overwhelming degree. It is a strange phenomenon that pharmacists take three to four years to acquire their professional status, but can't spend three or four minutes to elect members of Council.

Let us all, at least, be thankful that we can find such dedicated people to take on the thankless task of being representatives of our profession. It is to them and the one in four of us who vote to whom we must be thankful, for I wonder how many of those pharmacists who continually blame our Council members for this and that, actually vote at election time.

John Davies
Jiveliscombe, Somerset.

Picture poser?

was interested to see the picture of the Pharmaceutical Services Negotiating Committee 1986-90 (C&D, May 24, p1033); not a single female or coloured pharmacist! Perhaps the PSNC is not as representative as it claims?

Graeme M. Park,

Johnstone.

Belfast cream goes to France

A local anaesthetic cream developed in the pharmacy department at The Queen's University of Belfast in Northern Ireland is being licensed to a French company because British firms were not interested.

Dr Dermot McCafferty and Dr David Woolfson who were involved in developing the cream said it was very disappointing that no British pharmaceutical company was interested.

The cream, which contains a local anaesthetic already on the market, was initially developed for use on children before venepuncture. It has a more rapid onset of action (as fast as 15 minutes in some cases) and a longer lasting effect (up to five or six hours) than similar products already available, Dr McCafferty told C&D. It also contains a lower concentration of active ingredient than other products, he said. These properties may make the cream suitable for use during skin grafts and laser treatment of the skin, for example.

Patents have been applied for and it is hoped that the cream will be available in Europe by next year. The agreement with the French company means that the University will receive royalties for sales.

To sell or not...

"To sell or not to sell" is the question many pharmacists are apparently asking themselves before the expected implementation of the new contract on October 1.

The decision depends very much on the reason for the sale, according to PSNC secretary Stephen Axon. If a business is small the pharmacist must look at the amount of compensation he could expect under the new contract and the price he is likely to get if he sold it now. The decision would rest on this straight commercial comparison.

Although the PSNC is confident that

the new contract will come into force in October Mr Axon says there is some risk in making the decision before legislation is laid in Parliament.

A small pharmacy business expecting compensation under the new contract should not be sold with this estimate in the price. The buyer would be regarded as a new contractor under the contract and not entitled to compensation. PSNC is seeking further clarification by the DHSS on this, Mr Axon says.

The PSNC is willing to help any pharmacists in this area and Mr Axon stressed that the situation will vary according to the size of the business.

A spokesman for the George Orridge Group, specialists in stocktaking for transfer and audit said that people appeared to be hanging onto their businesses because they are unsure of the affect of the new contract. It had affected the small turnover business which had become very difficult to sell, especially those relying on NHS dispensing, and falling under the 16,000 cut-off point.

From Westminster

Only 335 pharmacies were not receiving a Basic Practice Allowance at the end of 1985. Health Minister Barney Hayhoe has revealed in the Commons.

And the cost of running pharmacy practice subcommittees under the new contract will be born from within the budget allocated to FPCs for administration, he told Michael Morris (Con). Computerising the administration of FPCs is well under way and should be by April 1988.

Take the money

Which? magazine is this month advising consumers to take money rather than a disc camera when they return their Kodak instant cameras.

Which? says the vouchers are the best choice but for many who need an instant camera, the cash offer will not pay for an equivalent Polaroid instant camera.

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The following PL(PI)s have been notified to C&D since its April 12 supplement.

Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0193 Zantac 150mg tablet Rantidine hydrochloride 168mg = 150mg base

Alan Pharmaceuticals Ltd

PL/5401/0044 Danol Danazol 200mg
PL/5401/0082 Dolobid Diflunisal 250mg
PL/5401/0035 Septrin forte Sulphamethoxazole 800mg, trimethoprim 160mg

PL/5401/0030 Trandate 100mg Labetalol hydrochloride 100mg

PL/5401/0029 Trandate 200mg Labetalol hydrochloride 200mg

API (Suppliers) Ltd

PL/5848/0210 Tagamet 400 tablet Cimetidine 400mg
PL/5848/0008 Zaditen 1mg capsule Ketotifen hydrogen fumarate 1.38mg = 1mg base

Copeairn Ltd

PL/5283/0084 Voltaren 50mg tablet Diclofenac sodium 50mg
PL/5283/0085 Voltaren retard 100mg tablet Diclofenac sodium 100mg
PL/5283/0083 Zovirax tablet Acyclovir 200mg
PL/5283/0011 Zyloric 300mg tablet Allopurinol 300mg

Dowelhurst Ltd

PL/5662/0077 Allegron 10mg Nortriptyline hydrochloride 10mg
PL/5662/0078 Allegron 25mg Nortriptyline hydrochloride 25mg
PL/5662/0079 Daktacort Miconazole nitrate 2 per cent w/w, hydrocortisone 1 per cent w/w
PL/5662/0019 Feldene 10mg Piroxicam 10mg
PL/5662/0021 Feldene 20mg Piroxicam 20mg
PL/5662/0096 Madopar Levodopa 200mg, benserazide hydrochloride 57mg = 50mg benserazide
PL/5662/0080 Prothiaden 75mg Dothiepin hydrochloride 75mg
PL/5662/0091 Stugeron Cinarnazine 75mg

Eurimpharm Ltd

PL/6679/0006 Brufen 200mg tablet Ibuprofen 200mg
PL/6679/0029 Prothiaden 75mg tablet Dothiepin hydrochloride 75mg

Eurochem Ltd

PL/5513/0033 Trandate 100mg Labetalol hydrochloride 100mg
PL/5513/0229 Zaditen 1mg capsule Ketotifen hydrogen fumarate 1.38mg

Europharm Ltd

PL/6792/0071 Danatrol 200mg Danazol 200mg
PL/6792/0062 Lasilix Frusemide 40mg
PL/6792/0072 Modamide Amlodipine hydrochloride 5.6mg = 5mg anhydrous amlodipine hydrochloride
PL/6792/0066 Tenoretic Atenolol 100mg, chlorthalidone 25mg

PL/6792/0069 Trasicor retard Oxprenolol hydrochloride 160mg
PL/6792/0070 Zarontin 250mg Ethosuximide 250mg

Global Pharmaceuticals Ltd

PL/0576/0003 Feldene 10mg Piroxicam 10mg
PL/0576/0004 Feldene 20mg Piroxicam 20mg

Grange Pharmaceuticals Ltd

PL/3611/0103 Motilium Domperidone maleate 12.72mg = 10mg base
PL/3611/0106 Prothiaden 75mg Dothiepin hydrochloride BP 75mg
PL/3611/0019 Septrin tablet Trimethoprim BP 80mg, sulphamethoxazole BP 400mg

R.J. Lane

PL/5927/0001 Feldene Piroxicam 10mg

Ian Monaghan Ltd

PL/5659/0007 Imodium capsule Loperamide hydrochloride 2mg

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PL/5036/0064 Trandate 200mg Labetalol hydrochloride 200mg
PL/5036/0037 Voltarol 50mg Diclofenac sodium 50mg

Whitworth Pharmaceuticals Ltd

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PL/4423/0090 Alupent 20mg tablet Orciprenaline sulphate 20mg
PL/4423/0128 Canesten cream Clotrimazole 1 per cent w/w
PL/4423/0107 Clomid tablet Clomiphene citrate 50mg
PL/4423/0071 Daktarin tablets Miconazole 250mg
PL/4423/0124 Hirudoid gel Organo heparinoid Lutipold 0.3 per cent w/w
PL/4423/0062 Madopar 250mg capsule Levodopa 200mg, benserazide hydrochloride 57mg = 50mg base
PL/4423/0120 Serc Betahistidine hydrochloride 8mg

Scots to meet in November

The Conference of Scottish Pharmacists will be held at the Atholl Palace Hotel, Pitlochry, November 1-2.

Mr Gerry Davis and National Pharmaceutical Association director Tim Astill are to address the conference and Professor Thompson will give the Macmorran lecture on the afternoon of November 2.

Further details from the Scottish Department of the Pharmaceutical Society, 36 York Place, Edinburgh.

Bath offers returns course

Bath School of Pharmacy and Pharmacology is holding a second course for pharmacists returning to full time practice after a period of absence.

It follows the success of the first such course in April for women pharmacists, but is now open to men and women. The residential course run from September 28 to October 3 at the University of Bath and 30 places are available. Consideration will be given to those who wish to attend on a daily basis, but the course is intensive and includes late night sessions, say the organisers.

Grants for travelling, subsistence and residential costs may be available from the Manpower Services Commission.

Applicants may be asked to travel to Bath or Bristol for an interview.

Further information from Pamela Croft, course secretary, school of pharmacy and pharmacology, University of Bath, Claverton Down, Bath BA2 7AY (tel 0225 826826, ext 4901).

Advance Information

Plymouth school of pharmacy reunion lunch of former students of the old Plymouth school of pharmacy, Sunday, December 7 at The Grand Hotel, Plymouth. Naturally wives and husbands are invited. Special terms for the weekend. Full details from Mervyn Medge at 1 Saltburn Road, St Budeaux, Plymouth.

The Industrial Society conference "We're making happen — Industry works for people", Albert Hall, London, July 2. Information from Sheila Maskell, The Industrial Society, Peter Runge House, 3 Carlton House Terrace, London SW1Y 5DG (tel: 01-839 4300).

Cosmetic Toiletry & Perfumery Association. One-week course, in practical microbiology for the cosmetics industry, July 7-11. Joint training course with the North East Surrey College of Technology consisting of lectures, tutorials and practical work. Fees are approximately £210 (including coffee, lunch and a light tea). Hotel accommodation is approximately £28 per night. Information from Miss Jane Hemsley, CTPA Ltd, 35 Dover Street, London W1X 3RA (tel 01-491 8891).

Boots look for retail buy; sales up less than 5pc

Boots have announced a 10.6 per cent rise in pre-tax profits, up from £190.3m to £210.4m for 1985-86.

But turnover is up only 4.6 per cent, at £2,126m, and the profit figure includes £19.3m from property disposals — more than double last year's figure.

Retail division sales increased by 4.2 per cent and profit by 11.1 per cent. After allowing for the distortion caused by non-comparative DHSS repayment, UK sales and profits increased by 5.5 per cent and 10.6 per cent respectively, before property disposal surpluses.

Canadian profits were seriously affected by prolonged industrial action in the Summer but expansion of the Sephora business in France continued.

The company has maintained its policy of disposing of properties which it no longer needs. Relocations and consolidation of satellite cookshops will lead to substantial profits this year, said managing director of the retail division Keith Ackroyd.

The remodelling of larger Boots stores has continued with emphasis on the introduction of optical departments and food centres. Some 140 photoprocessing mini-labs will have been introduced by the end of the year. Three new formats for small stores are being piloted and the refitting will gather pace as the year progresses, said Mr Ackroyd.

He complained over 300 branches had been leapfrogged in "a short period of time", but Boots still claim to handle 15 per cent of the UK's dispensing, with NHS sales at £240m.

The number of adults using Boots stores has increased and market shares in cosmetic/fragrance and photoprocessing have risen, the company claimed. Marketing initiatives have been taken in

the toiletries area to meet competition from drug stores.

Boots have recently been buying up a number of out of town sites but chairman Robert Gunn said such sites — unless in shopping centres — did not suit Boots the Chemist style of retailing, which needed high customer flow. There has been speculation that they may be for home and leisure superstores, but the company will not comment.

The industrial division increased sales by 5.7 per cent and profit by 3.7 per cent. Both were affected by exchange rates. Exports to third parties, including the sales of over-the-counter analgesics to the US, rose by 14.8 per cent a year, offsetting, said the company, the loss of royalty income from the US following the expiry of the ibuprofen patent last May. Research and development expenditure rose by 16.1 per cent to £26m.

Sales of consumer products increased by 4.5 per cent, and by 5.8 per cent. The anti-depressant Prothiaden showed a sales increase of 34 per cent.

BTS 49 465 is a new anti-hypertensive agent currently on trial in the UK, US and in Europe. It is a new chemical entity patented world-wide, and safety studies to date reveal no significant problems. It is effective in the treatment of cardiac failure and hypertension. Boots expect to market the product in 1988/1989. Also in development is an antidepressant, BTS 54 524, which is in clinical trials.

Mr Gunn said the company was looking for acquisitions and had widened the search geographically outside the US. Consumer products and retail possibilities were under consideration. He firmly squashed any bid speculation. "There has been no sign of anyone acquiring a significant stake and we have received no approaches."

Montail or the home improvements division. "In the past we have been accused of a lack of direction," a Beecham spokesman told C&D. "Now we're examining every part of our business to see where we want to be in the future". He denied that the review is a direct response to such criticism, and explained: "Any company the size of Beecham must take a look at the way it's running from time to time".

The company refused to comment on market rumours and says any action will be the subject of the June 12 announcement.

Vestrict "happy" with NI launch

Vestrict have launched their Vantage scheme into the Northern Ireland market and report "very pleasing" results.

The scheme was presented to an audience of 25 customers, and 21 agreed to join. Another three customers had signed up when C&D went to Press. "This is just a base to work from," explained Vestrict manager Alan Turner. "It's going to spread from there. We wanted to make sure the accounts there already supported us in Northern Ireland and knew exactly what we're about".

Mr Turner said it was felt a "softly, softly" approach should be used at first.

Shop rents soar

Shop rents in Scotland have reached their highest growth rate since 1980, according to a recent rent index.

Rents for all property have gone up at the highest real level since the late 1970s, says the Investors Chronicle Hillier Parker index. Growth rates are up by more than a third to 9.6 per cent.

In the shops category, outer suburban London has seen the strongest rise, with an annual increase of 16.5 per cent — nearly double the inner suburban London figure. Apart from the South East, every region outside London saw rents go up faster than in 1985.

Credit row

There were angry protests in the Lords on Monday when DHSS Minister Baroness Trumpington failed to end a row over the new family credit proposals.

Secretary for Social Services Norman Fowler had promised MPs last month to look again at proposals to pay the new benefit through employees' pay packets. Both sides of industry had protested at the plan — to replace family income supplements — because it transfers payment from the mother to the father and brings complications for employers.

Baroness Trumpington said discussions were only now about to get under way so she could say no more. Labour spokesman Baroness Jeger said she had hoped by now officials would have come up with an alternative.

Beecham plans under wraps

Beecham are playing a close hand against rumours that they plan to sell off part of their cosmetics business.

The company is announcing its annual results on June 12, along with the outcome of a study into the entire business. There has been speculation that this will involve selling off the US company Germaine

A wholesale warning...

A cash discount offered by wholesalers to pharmacists for prompt payment should be a recognised as part of the price structure, says Vestric managing director Peter Worling.

"Community pharmacy and wholesalers need to work together — we have a common interest because we have common problems," Mr Worling told the Oshwal Pharmacists Group at their annual dinner recently. "The present system where wholesalers are forced to give discounts to retailers, but these are then clawed back from the retailer, is obviously unsatisfactory, although both the Department and Pharmaceutical Services Negotiating Committee have adjusted their approach to the pricing of drugs to take this into account."

The strength of the wholesale service has been its flexibility, Mr Worling said.

But today's service is very different to that offered 20 years ago. "There are over 1,700 wholesale dealer licences, although there are only 38 full line pharmaceutical wholesalers giving a national service to all pharmacies in this country. This efficient service will only continue in its present form if it is supported," Mr Worling warned.

"If you purchase major ethicals at a discount from other sources and only use wholesalers for slow-moving lines — you will have to pay a high price for them." Pharmacists face competition from other pharmacies, drug stores, variety stores and major chains.

"Trading will be more difficult in a low inflation economy with no stock profits and no automatic sales increase," Mr Worling continued. "The answer for both of us is to give a first class service."

Glaxo and Takeda Chemical Industries have reached an agreement under which Glaxo will market Takeda's products in the UK and Iceland. The agreement initially lasts five years.

UK bosses "lagging behind"

Britain's employers lag behind their overseas competitors in their attitudes to training says chairman of the Manpower Services Commission, Mr Bryan Nicholson.

Mr Nicholson said managers see training as a cost, not an investment. He was introducing a four-year corporate plan published by the MSC this week, which will expand Government training and other schemes to help the unemployed.

Unemployment is likely to remain high this decade, but there is a need for a more highly-skilled and adaptable workforce at all levels, said Mr Nicholson.

Revlon Health Care (UK) Ltd., bought by the Rorer Group at the end of last year, is now called Rorer Health Care Ltd. The UK organisation is still the same. Marketing will continue through Rorer, Armour and Berk Pharmaceuticals.

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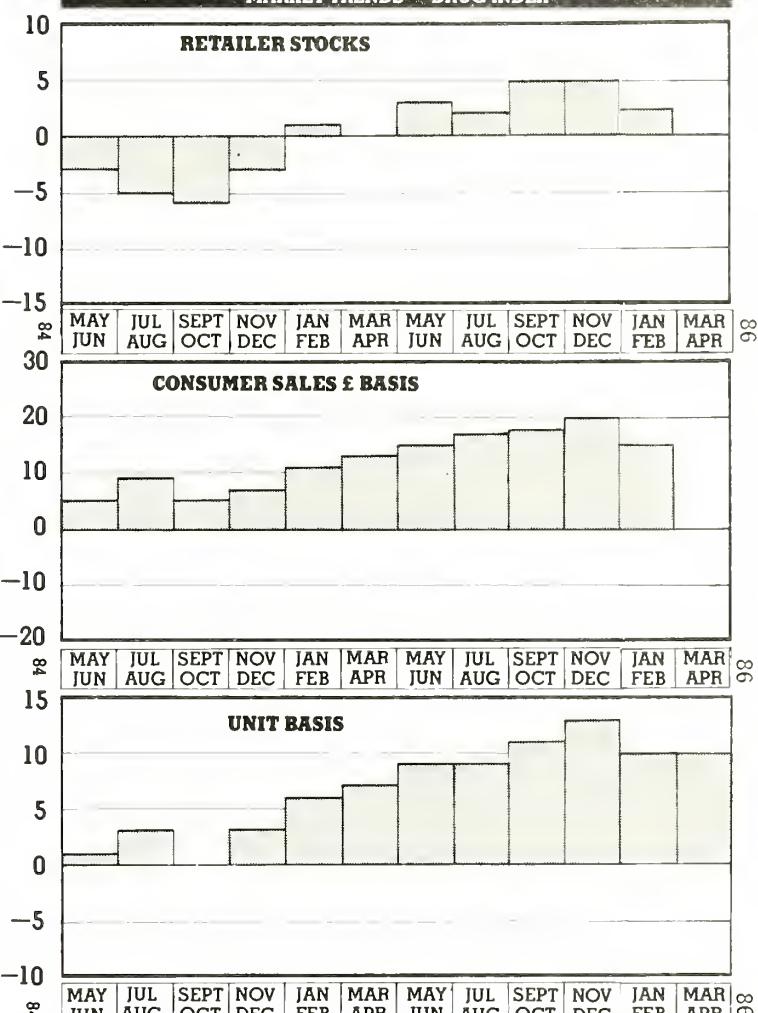
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Cash sales still growing in Jan/Feb

Nielsen's drug index — covering 39 products sold through pharmacies and drug stores — shows unit sales up 10 per cent in January/February, compared with the same two-month period in 1985.

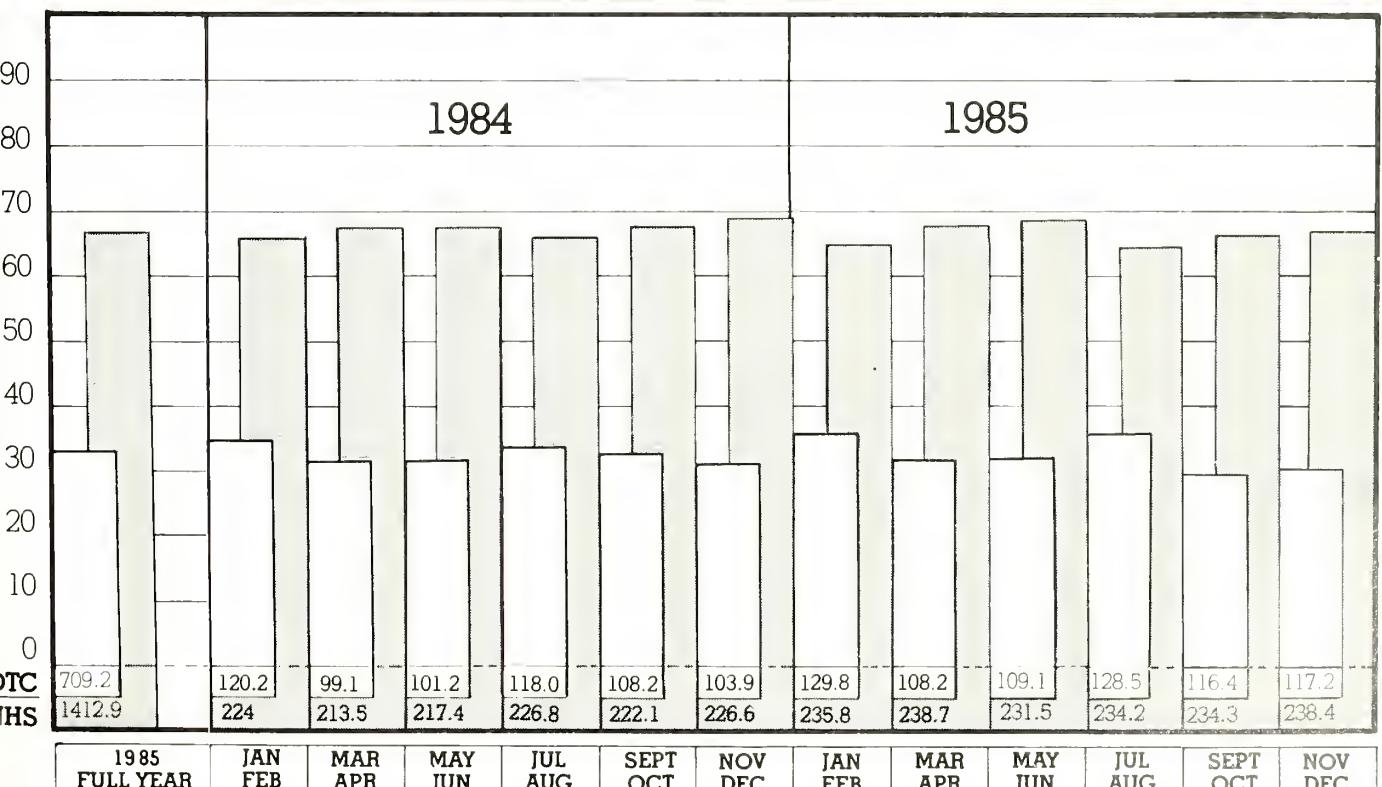
This growth, nearly twice the rate seen 12 months before, produced a 15 per cent increase in sales — slightly higher than the 11 per cent increase of January/February 1985. Sterling sales for the previous period, November/December, had reached a 20 per cent rise compared with the previous year's corresponding period. Retailer stocks went up by only 2 per cent for the January/February period, after the 5 per cent growth rate in November/December. Last year's January/February figures showed a 1 per cent year-on-year increase in stocks, after November/December's 3 per cent drop in stocks in 1984, compared with the previous year's period.

Figures showing the division between NHS and OTC trade in pharmacies are now available up to the end of 1985. In November/December the balance favoured NHS scripts by 67:33. In the same period of 1984 the balance stood at 69:31 for NHS trade. Total NHS sales for last November/December stood at £238.4m, with OTC sales at £117.2m. The total — £355.6m — shows an 8 per cent change on the previous year's corresponding period. For September/October, NHS sales were at £234.3m, with OTC trade at £116.4m — a total of £350.7m and a 6 per cent change on 1984. The full year total for 1985 stood at £2212.1m with the balance favouring NHS sales by 67:33. This was on sales of £1412.9m for NHS and £709.2m for OTC.



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Mullard Award to Stenlake

Professor John Stenlake, honorary professor of pharmacy at the University of Strathclyde, has been awarded the Royal Society's Mullard Award for his design of Atracurium.

The award, for an outstanding contribution to the advancement of science, engineering or technology promoting UK prosperity, of a silver gilt medal and prize of £1,000 will be presented at the Society's anniversary meeting on December 1.

The drug has brought an outstanding advance in anaesthetic practice, and allowed operations to be undertaken with confidence and greater prospect of success on elderly patients and those with renal or hepatic failure, says the society. It has been used successfully on about four million patients worldwide. Sales in 1985 amounted to £30m.

Reporters buzzed off

Press reporters put the new Z-Stop anti-mosquito range to the test last week — by accident. And anyone doubting makers Thames Labs' thorough methods were soon eating their words.

The test involved releasing three thousand starving mosquitoes into a glass cage, where TV's Green Goddess, Diana Moran, was standing covered in Z-Stop. She emerged without a bite, but some journalists weren't so lucky. A couple of hundred mosquitoes escaped through the netting in the roof and made for fresher pastures...

"The cage was perfectly secure when we set it up," a spokesman told C&D, "but by the time they got out it wasn't quite as secure as we'd left it!"

The mosquitoes had been starved for three days — and will only live for four days without food. "We wouldn't have done it intentionally," the company insisted. "But they did go for people, and it certainly proved they were the real thing." What you might call a real sting in the tail...

Readers will no doubt be disappointed to hear C&D's reporter attended an earlier launch to the trade and emerged unscathed.



Kingswood are sponsoring one of their branch managers, Sue Marchant, to take part in the UNICEF project, "Clean Water '86" in Sri Lanka. The trip to instal clean water wells is organised by Bedfordshire Venture Scouts and will involve 50 boys and girls aged between 15-20. As assistant leader of the Phoenix Venture Scout Unit in Biggleswade, Sue Marchant will be one of the fifteen leaders involved in the project this August

Panda-ing to a fussy eater

An anorexic panda in Madrid Zoo has regained his appetite with the aid of Farley Health Products high protein Casilan powder according to the *Daily Telegraph*.

Chulin, who belongs to King Juan Carlos, originally had his diet supplemented with Complan which was withdrawn from the market before Christmas, following the outbreak of *salmonella* poisoning at Farley's Kendal site. So when his normal diet of bamboo shoots failed to tempt Chui-Lin, Farley stepped in and a supply of Casilan was rushed by air to Madrid.

Postscript

C&D received an interesting Press release this week from Beecham about their forthcoming Press campaign for Resolve (see Counterpoints). It reads:

"Over the next few weeks, an estimated 30 million people in Britain will be filling their fridges and tuning in to watch the World Cup. While nobody can predict the results from distant Santa Fe, Monterrey and Guadalajara, it's a pretty safe bet that Britain's grocers will have a lot to cheer about..."

Perhaps they are hinting that a pack of Resolve could be sold with every four-pack of lager.

Richards to head RGIT

Professor R. Michael E. Richards, BPharm, PhD, DSc, FRS has been appointed Professor and Head of the School of Pharmacy at Robert Gordon's Institute of Technology, Aberdeen from September 1.

After a period as lecturer in pharmaceutics at Heriot-Watt University, Professor Richards was at the University of Rhodesia from 1973 to 1978 where he established a school of pharmacy. He returned to Strathclyde University and has also worked in the Far East.

New UKCPA post

The United Kingdom Clinical Pharmacy Association has appointed a permanent membership secretary.

Mrs Mary Clark, of 21 Queens Avenue, Shirley, Solihull, will operate the new computerised membership file which should ensure that all members receive communications more effectively.

Mrs Linda Stephens has been appointed recruitment officer.

Pfizer up front

Pfizer are bringing their pharmacy business further into the public eye with the appointment of a public affairs manager.

Keith Anderson, MPS, has been brought in from the sales division where he has been sales manager for the last 13 years. A company spokesman said: "This is part of expansion in public affairs seen in the industry as a whole, which the ABPI has impressed upon us."

Warner-Lambert: Tom Murphy has been appointed UK financial controller and moves back to this country from South Africa. Mr Murphy joined in 1975. He replaces Les Lee who moves to Amsterdam as regional finance director for Benelux/Scandinavia.

Taylor Nelson Medical: Roy Norton has been appointed deputy managing director. He was previously a director of the medical division, having joined it in 1983 from Boehringer Ingelheim.

ANNOUNCEMENT

The 1986 Christmas Beauty Fair

The LIVE Show

DATE: Sunday 6th July — Wednesday 9th July 1986.

TIMES: 9.30am — 8pm Daily, but 6pm Wednesday.

PLACE: The Mount Royal Hotel, Bryanston St., Marble Arch, London W.1.

As before *THE* Trade Show for Christmas buying BUT with demonstrations, to inform counter staff as well as buyers. The theme is 'The LIVE Show'. Any exhibitor with products that can be demonstrated will do so, e.g. false nails, nail polish, tweezers, hairbrushes, cosmetic brushes as well as cosmetics etc. If the retail staff know the best way to use a product, and its benefits, their confidence at point of sale will build sales. In addition to each exhibitor doing demonstrations on their own stand, a room will be set aside with a programme of specific lectures, e.g. 11am daily 'Versatility of Stagelight' from the stars of Selfridges Beauty Playground.

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EXHIBITION ORGANISER: Martin J. Cooper, 131 London Road, St Albans, Herts AL1 1TA.

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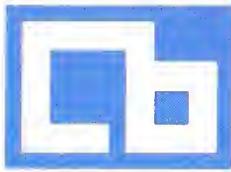
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